

**EPIC**

empowering people  
inspiring cultures

**GLOBAL EXPERIENCE • LOCAL KNOW-HOW**

.....  
3,500+ assignments • 5 continents • 20+ years



# STEF DU PLESSIS

Trusted resource to CEOs and event planners around the globe



## PROFILE & OFFERING

GROWING PEOPLE WHO GET **RESULTS**  
CREATING **WINNING** WORKPLACE CULTURES

.....  
*"Stef's programmes have nation-building potential."*

*Former South African President Thabo Mbeki*

## ABOUT STEF

**Stef du Plessis helps companies to improve their bottom-line results by growing their people and creating winning workplace cultures.**

**AROUND THE BLOCK.** What you read here is what you get, guaranteed. Your assurance is his **track record spanning two decades, two-dozen countries and over 3,500 successful assignments.** This is why he has become a trusted resource to CEOs and event planners around the globe as a keynote speaker, workshop presenter and intervention leader on **People and Culture.**

**SHOW STOPPER.** Stef is **consistently rated as the standout speaker at premier conferences everywhere.** So much so that he has been invited to speak on a number of the world's most prestigious stages, to **audiences of up to 10,000 people, translated simultaneously into as many as 18 languages,** including at the Million Dollar Round Table - perhaps the most envied speaker-platform in the world. Now consider the fact that Stef has spoken there twice.

**INDUSTRY ICON.** Stef has received every available accreditation and award on offer in professional speaking. Besides which **the Professional Speakers Association of Southern Africa's highest and most coveted award has been named 'The Stef du Plessis Founder's Award'.** This undeniably demonstrates that his industry peers consider him to be the ultimate role model and that his career is a benchmark case study.

**FULL HOUSE OFFERING.** It's not by chance that Stef's corporate clients swear by his in-house programmes to help them to grow their people and improve their performance, year in and year out. Rather, it is because **Stef is the whole package: content that is relevant, practical and proven, brought to you by a world-class presenter.**

**SOLID CONTENT.** With a Master's degree in leadership, cum laude, Stef is academically well grounded. Many of his programmes were **developed under the auspices of the University of Johannesburg,** and given his considerable personal experience as an executive-level leader and entrepreneur over many years, he balances this with a practical, hands-on approach. When it comes to his work in the field of culture, it is his **partnership with Australian-based Steve Simpson, creator of the acclaimed Unwritten Ground Rules, or UGRs® concept,** that provides the insights, tools and systems necessary to facilitate real and lasting workplace transformation.

**PEOPLE MOBILISER.** Participant feedback is unanimous: he radiates authenticity. This connects him with people at all levels. Now add that he is also a gifted communicator. **Result:** Stef is able to motivate and inspire people to the point where they want to do more, be more and have more at home, work and play. **He not only shows them how, but also provides the tools with which to bring about lasting change.** He is one of the very few practitioners anywhere in the world today who is able to facilitate very large groups: thus ensuring rapid large-scale employee engagement, buy-in and implementation.

**CULTURE ARCHITECT.** His corporate clients - including many of the world's most respected brands across a very broad spectrum of industries - rely on him to help them build a great workplace culture. In doing so, he leads company-wide culture-by-design interventions, powered by the one of a kind UGRs concept. Now in use by organisations in more than 50 countries, UGRs is a **real-world-tried-and-tested** solution that delivers **measurable and sustainable results.**

**SAFE.** If it's in Stef's marketing material, it's true. Plus, he does not take on assignments that are beyond the scope of his expertise, and he only accepts invitations to work with a group or speak at an event after making sure that his content and style is a good fit. Which is why he is able to offer a bulletproof guarantee: **he will meet your expectations, or your money back. No questions asked.**

## AWARDS & ACCREDITATIONS

Stef is one of very few to have earned each of these, but:  
**THE ONLY ONE WHO HAS THEM ALL.**



**One of only 16 inductees into the Southern African Speaker Hall of Fame,** joining the likes of Archbishop Desmond Tutu.



One of only a dozen South Africans to have earned the **Certified Speaking Professional** designation, conferred by the US based National Speakers Association.



One of only 7 recipients of the Professional Speakers Association of Southern Africa's highest award, also named the **'Stef du Plessis Founder's Award'.**



One of only 3 recipients of the **Speakers Inc. Lifetime Achievement Award,** followed by Clem Sunter and Alison.



One of only 31 recipients of the **Global Speaking Fellow** designation, of which only 3 are from Africa. This is the highest accreditation in speaking.

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just a few of  
JUDGE STEF BY THE COMPANIES HE KEEPS:



## HERE'S WHY THEY BOOK HIM:

“ I have never seen a facilitator like Stef du Plessis.”  
*Rickson Mboweni, as Labour Relations Manager, Iscor (now Mittal Steel)*

“This was by far the very best strategic session I have ever attended.”  
*Gareth Taylor, as Executive General Manager, Barrick Africa*

“Stef is an extraordinarily talented speaker. I would invite him back in an instant.”  
*Gary Witt, as Executive Vice-President, Colorado Telecommunications Association USA*

“I have relied on Stef for the past decade to help us improve our results through our people.”  
*Dana Roets, as Senior Vice President, Gold Fields Limited*

“Stef is one of the most incisive, visionary, transformational, yet humorous business speakers you'll ever know.”  
*Fezekile Tshiqi, as Group Human Resources Director, Nampak Limited*

## 'PUTTING YOUR MONEY WHERE MY MOUTH IS' GUARANTEE



- 1 If it's in my marketing material, it's true.
- 2 No hard sell. If I can't deliver on your brief, I won't take your booking.
- 3 If I take your booking, but fail to meet your expectations, you get your money back. No questions asked.

*Stef du Plessis*

## OFFERING AT A GLANCE



### EMPOWERING PEOPLE

GROWING PEOPLE WHO GET RESULTS

When it comes to growing people, Stef is considered to be a powerful motivator and change agent. He is an expert in the fields of self-mastery, teamwork and leadership.

Through his motivational and inspirational talks, business keynotes, workshops and courses, he stimulates the development of human potential and initiates change and growth for individuals, leaders and teams. His comprehensive range of online tools, instruments and assessments, and his weekly-delivered re-energisers keep people focused and engaged, whilst providing bite-sized steps towards achieving their long-term objectives, long after the event is over.

**“Stimulating... cannot but capture people's imagination and assist them to achieve their full potential. Unforgettable.”**

**Banus van der Walt**  
as Managing Director, **Sanlam Properties**



### INSPIRING CULTURES

CREATING A WINNING WORKPLACE CULTURE

Stef helps organisations to crank up their performance by showing them how to understand and manage workplace culture.

Organisations ranging from SMEs through to global giants use the ground-breaking UGRs® concept as a competitive advantage. Experience the power of UGRs through a one-hour keynote or a short workshop, or permanently transform your culture with a UGRs in-house intervention, supported by a comprehensive vault of tried-and-tested, easy-to-use online resources, tools and assessment instruments.

**“UGRs initiated a corporate ‘Road to Damascus’ experience for us, and created the foundation for our future sustainable success.”**

**Ian Cockerill**  
as President, **Gold Fields Limited**



#### Keynote Presentations: (30 to 90 mins)

Motivational / Inspirational Speaker



Business Speaker



#### Workshops & Courses: (2 hrs to multi-day)

All Levels of Staff / Groups of 5 to 500 People



#### Facilitated Sessions: (half-day to multi-day)

Management Retreats & Breakaways



Large Group Facilitation (up to 500 people)



#### In-house Interventions: (once off/repeat events through to long-term programmes)

UGRs Culture-by-Design



Organisational Transformation



**Online Resources:** All programmes are optionally supported by online resources, assessments & tools.



## EMPOWERING PEOPLE

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empowering people | inspiring cultures

When it comes to developing and growing PEOPLE, Stef delivers motivational and business keynote presentations, conducts workshops and courses for all levels of staff, and also facilitates management breakaways and retreats on three core PEOPLE development topics:



### EPIC INDIVIDUAL

excellence in everyday living

Each of us can demonstrate far greater levels of excellence in our everyday living. We can do more, be more and have more. Scores of people insist that Stef's insights have been a catalyst for the personal transformation that they had for so long been putting off: at home, at work and at play.

#### FOCUS AREAS AND CONTENT:

- Develop employees who are intrinsically motivated
- Grow people with an appetite for change
- Create an environment in which your people truly care for one another, your clients and your business
- Get better results

#### TARGET AUDIENCE:

All employees, across all industries

#### FORMAT:

Keynotes, workshops or courses, optionally followed by weekly delivered online self-mastery re-energiser programme to help individuals sustain their personal transformation, while improving workplace results.



### EPIC TEAM

ownership through truth and trust

Stef shows teams how to create an environment of truth and trust, where everyone supports team decisions, and assumes personal responsibility for the achievement of strategic objectives.

#### WHAT'S IN IT FOR THE TEAM:

- Learn why most teams fail, and how to avoid these pitfalls
- Find out how to build deep-rooted team trust
- Create an environment where everyone can 'say it as it is'
- Make decisions that everyone on the team will 'own'
- Learn to focus on what's really important
- Achieve team-based results

#### TARGET AUDIENCE:

All teams, especially management and executive teams

#### FORMAT:

Keynote presentations or workshops, optionally followed by weekly delivered online action plan to ensure implementation.



### EPIC LEADER

authentic leadership

Stef shows leaders how to inspire others. How to help them to 'choose' change, and then to make it permanent - both in life and in business - for their own good, the good of the team, and that of the organisation.

#### YOUR LEADERS WILL DISCOVER HOW TO:

- Harness the latent potential of their people
- Facilitate lasting change
- Foster a sense of ownership and accountability
- Influence others towards overall improvement of results
- Discover how 'motivation' really works

#### TARGET AUDIENCE:

Leaders at every level

#### FORMAT:

Keynotes, workshops and courses, supported by comprehensive series of online workbooks and audio books which were developed under the auspices of the University of Johannesburg.

**"Stef made a major contribution in turning us around from a multi-million Rand per annum loss, to a profit, in less than three years. His programme kept staff morale high, and has built a motivated, enthusiastic and effective nation-wide team that understands and trusts each other."**

**Christo Wiid**

as CEO, **Planet / MLS**

then South Africa's leading property listing company,  
(At the time a joint venture by ABSA Bank, First National Bank, Nedcor Bank, and Standard Bank)



## INSPIRING CULTURES

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When leading **WORKPLACE CULTURE** transformation, Stef introduces the **UGRs®** concept, which can be presented through keynotes, executive breakaways, employee workshops and large group sessions. He also conducts **Train-The-Trainer** programmes and leads in-house change interventions.

There has been a considerable increase in the awareness of workplace culture as an important foundation stone for organisational success.

But, by their own admission, few managers fully understand 'culture' in simple and practical terms. And, because we cannot manage what we do not understand, we often fall victim to a culture that has taken on a life of its own.

In short, workplace culture is the invisible but undeniable force that shapes people's behaviour in any organisation. Culture drives performance. Nothing is more important, or more potent than an organisation's culture... it is the key determinant of the performance of any work team or business. When the culture is 'right', an organisation has a significant competitive advantage that is impossible to replicate. While systems and products can be copied, culture cannot.

What's missing is the knowledge, skills and tools with which managers can facilitate culture-change... but these components are typically in short supply.

## UGRs: THE MISSING LINK

Created by Stef's Australian-based business partner, Steve Simpson, UGRs (short for 'Unwritten Ground Rules') is a breakthrough concept that enables people to understand and improve their workplace culture. UGRs are best defined as people's perceptions of "this is the way we do things around here".

**To help you make sense of the power of UGRs, here are two examples:**

- "The only time anyone gets spoken to by the boss is when something is wrong."
- "At our meetings it isn't worth giving my opinion because no-one cares."

UGRs can also be positive, but negative ones such as those above work against productivity, efficiency, safety and ultimately, against bottom-line performance. The best of vision and mission statements, safety training and business plans (even when backed up by policies and by procedure documents) count for naught if one's UGRs are not aligned.

UGRs are everywhere. They are the threads that make the fabric of workplace culture because they influence what we think, form the decisions we make and determine the actions that we take (or fail to take). UGRs is the 'culture' that determines performance and ultimately drives results.

In fact, UGRs are perhaps the single most critical factor in determining workplace success or failure. Yet, alarmingly, they are seldom, if ever, talked about openly.

Now, the 5-Step UGRs process changes this for good.

Stef (and of course Steve) can show you how to use the UGRs concept to eliminate negative UGRs in the workplace whilst entrenching those that will improve your performance.

**Research into UGRs has revealed that a remarkable 70% of non-managers believe that company productivity could be doubled if their negative UGRs were addressed.**

**Hence, when measured on a ratio of effort and cost, compared to bottom-line improvement, it's clear that any improvement to your UGRs will render an exceptional return on your investment.**

### TARGET AUDIENCE:

*Suitable for teams and organisations of any size, from any industry. Ideal for all employees. Perfect for management and executive teams.*

### FORMAT:

*Experience the power of UGRs through a one-hour keynote or a short workshop, executive break-away or large group mobilisation session. Or permanently transform your culture with a UGRs in-house intervention or Train-The-Trainer programme, supported by a comprehensive vault of tried-and-tested, easy-to-use online resources, videos, tools and assessment instruments.*

**"In the 1980's it was Situational Leadership. In the 1990's it was Body Language. Then it was Good to Great. Now is the time for UGRs."**

**Guy Russo**  
CEO, Kmart

*Australia's leading department store chain*

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## CONTACT STEF NOW

TO EXPLORE HOW HE CAN WORK WITH YOU

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**E:** [stef@stefduplessis.com](mailto:stef@stefduplessis.com)  
**T:** +27 11 787-0829  
**C:** +27 82 656-7890  
**Skype:** stefduplessis  
**Web:** [www.stefduplessis.com](http://www.stefduplessis.com)