

Through Stef's books, talks and workshops - backed by a comprehensive online vault of surveys and support resources - he helps leaders to grow people who get results and he makes it so much easier for organisations to create winning workplace cultures.

QUICK READ

Stef forms collaborative partnerships with his clients (more specifically, with the leadership teams of the organisations who engage him), and with the other service providers with whom they are already working.

Then, he provides them with the insights, resources and tools necessary to **(1) Engage their people** (towards getting everyone on board and on track), and to **(2) Create a winning workplace culture** (namely, to change the way that people do things, to a point where their visible actions manifest the organisation's espoused values, thus securing organisational success while also making it a great place to work, for all). He only puts forward bespoke solutions that are fully integrated with his client's internal initiatives, rather than hard-selling one-size-fits-all 'solutions'. That said, his methodologies (most of it developed in collaboration with clients over the past 20 years) are tried-and-tested and they work. So, any solution he ever puts forward will of course consist of modular components from within his existing offering (and in those rare instances when he does not have a ready-to-go component, he develops it together with the client).

Stef also works with leadership teams to **(3) Facilitate strategic execution** (translated, he helps them to figure out what they need to do in order to deliver on their strategic plan). Just to be clear, he is neither a strategist nor a consultant - so he doesn't help leadership teams to craft their strategy.

THE DETAIL

1 **Employee engagement** is a broad field, spanning employee motivation, personal development, leadership growth and team building (don't think obstacle courses or trust falls... think process-driven trust-building intervention).

Within this domain Stef delivers **motivational and business keynotes**, presents **workshops**, and provides the **tools** with which to implement and sustain real personal growth and transformation (like his books and online assessments, courses and resources).

In terms of his presentation style, Stef uses stories and metaphors (some say that he is a master storyteller) - but his work is also academically well founded (M.Phil Personal and Professional Leadership, cum laude), properly researched (across tens of thousands of employees from well over a hundred organisations worldwide) and real-world tried-and-tested (given his collaborative programme development with clients, spanning literally all industries). Delegates describe his presentation style as authentic: relaxed yet authoritative, conversational while being educational. C-Suite teams say that he is direct, honest and provocative, without being arrogant. Individuals and teams alike often describe his sessions as relevant and transformational.

In the field of **motivation and personal development**, Stef's clients affirm that he helps their people to do more, be more and have more, at home, work and play - by showing them how to make sense of why they are doing what they are doing, and through helping them to understand how their beliefs create their outcomes (in this context 'belief' does not imply religion, but rather self-belief; beliefs about entitlement and responsibility; beliefs about other cultures, creeds and religions, and so on).

Stef also helps people to explore the possibility that some of their beliefs may be holding them back, or even hurting them. Or, worse yet, hurting the people they love... or the people they work with, or serve. He also helps them to explore how they might reframe some of these beliefs. Some say that, in the end, he helps them to gain some clarity on the real meaning of their personal journey, and how they might expand the ripples of their influence going forward.

No, he doesn't get people to hold hands or to huddle-and-hug while humming Kumbaya. Heaven forbid. He just creates the space within which people - even the most cynical - can evaluate whether they really are being their best, and he provides options for those who decide to do things differently going forward. Backed, as we've already said, by resources to help them to undergo the transformation they desire - be it at a personal level, as a leader or a team-member.

On the topic of **leadership development**, Stef's focus is narrow: namely to help leaders at all levels to become more authentic to a point that they will unleash (more of) the potential of their people. When it comes to team development, he shows teams how to build the type of trust that creates an environment of commitment to team objectives, which in turn enables personal accountability and enhances task execution.

When it comes to **team building**, Stef works with small, large, and mega-sized groups from across the organisational structure. While he continues to work with employees, leaders and teams across all levels, he now works more frequently with C-Suite teams, building trust and facilitating increased levels of personal accountability.

Having presented 3,500+ talks and workshops in 25+ countries on 5 continents, it's clear: Stef makes a significant - and sustainable - impact on individuals and organisations alike. Here are a few career highlights as a motivational and business speaker on employee engagement, spanning 20+ years:

Employee motivation and personal development: He has spoken at many premier events around the globe, but the highlight - by far - was speaking to an audience of close on 10,000 people from the main stage of the Million Dollar Round Table, or MDRT, in the USA (the world's premier association for financial professionals with 25,000+ members from 70+ nations). This is arguably the world's most coveted platform for professional speakers. This was his second MDRT appearance, having also presented a breakout workshop some years prior. Only a select handful of speakers in the world can boast an invitation to speak at the MDRT - even fewer get invited back.

"Stef du Plessis is one of the best speakers I have ever heard." *Richard Sullenger, then MDRT President*

Today, Stef is the only person outside of the USA and Europe to have earned every available award and accreditation on offer in professional speaking (even inside the USA and across Europe there are, literally, but a handful of other speakers who can say the same).

Leadership Development: Working with the 400 or so CEOs, MDs and Company Directors who make up the UK-based Academy of Chief Executives (or ACE).

"We wanted someone to bring some fresh and exciting perspectives, and you most definitely delivered. You were our top speaker." *Peter Pritchett, Group Chairman, ACE*

Team Building: Stef is branded as "one of the world's leading practitioners when it comes to teams and team leadership" by the Dubai-based Institute For International Research. Heyneke Meyer, at the time the Head Coach of the Springbok rugby team, also told Stef that, on occasion, he had the team watch Stef's videos as a part of their pre-match preparation.

"Stef's work has nation-building potential." *Former South African President, Thabo Mbeki (After attending one of my sessions)*

But perhaps the most meaningful accolade to Stef's legacy as a professional speaker is that, here at home in South Africa, the Professional Speakers Association of Southern Africa – affiliated to the Global Speakers Federation – has named its highest award the 'Stef du Plessis Founder's Award'.

2 | **Creating winning workplace cultures:** Over the past 20 years, Stef and his Australian business partner, Steve Simpson, have developed the Unwritten Ground Rules (or UGRs) concept, and transformed it into an end-to-end culture-by-design process that now fully enables organisations to fundamentally change the way that they do things.

In delivering the UGRs concept, they speak at conferences, present workshops, and provide a vast array of online assessments and resources to help organisations - large and small - to create winning workplace cultures.

To date, organisations in 50+ countries have used the UGRs concept to crank up their results. Like Toyota. And K-Mart in Australia, with 30,000 people on the programme. Aveng - the construction firm - who have 30,000+ people. Barclays Business Bank. McLaren, the supercar producer. And so on. It's a long list, which includes a bunch of the world's most respected brands, alongside many start-ups and SMEs.

Their stuff has been working since the 1990s, and through their continuous research, development and collaborative relationships with their clients, they are constantly evolving their methodologies. Here's some of what's happened over the last two decades:

"UGRs initiated a corporate 'Road to Damascus' experience for us, creating the foundation for our future sustainable success." *Ian Cockerill, then President, Gold Fields Limited (At the time a global precious metals mining company, listed on the NYSE, and operating throughout Africa, Australia, and South America)*

"In the 1980s it was Situational Leadership with Ken Blanchard. In the 1990s it was Body Language with Allan Pease. In the 2000s it was Good to Great with Jim Collins. Now it's the time for UGRs." *Guy Russo, CEO, Kmart (Australia's leading department store chain)*

3 | **Facilitating strategic execution:** As we said at the outset: Stef does not consult on strategy, nor does he facilitate strategic planning sessions. But he does, through facilitated engagement, help Exec teams to action their strategy.

"Exactly a year has passed since the strategic session you facilitated for our directors. You were the catalyst who enabled our top echelon to identify the real issues and problems in our business. Your intervention was highly successful for both the company and us personally, and it will continue to influence our strategies into the future. Thank you." *Peter Squires, then MD Ellerine Holdings (At the time, Southern Africa's leading furniture brand, and SA Top 100 Company, with more than 1,000 outlets in six countries)*

"After years of working with you, I didn't think you could raise your game any higher... but somehow you did... again. This was by far the very best strategic session I have ever attended. You stuck to my brief in every way. The session was focused and to the point – I couldn't have wished for a better outcome." *Gareth Taylor, then Executive General Manager, Barrick Africa (At the time, Barrick was one of the world's leading gold producers)*