

Deon Basson

Founder of reCInate | Chairman of Spatialedge

Keynote Speaker | Leadership Strategist | Extreme Endurance Athlete

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Keynote: The Munga Mindset

Leadership Beyond the Limits of the known

Leadership begins where certainty ends - in the decisions, clarity, and resilience of people under pressure.

For example AI can support, accelerate, and scale business - but it cannot replace human leadership. The world today demands more than just data and automation. It requires real people to navigate ambiguity, lead under pressure, and make calls when the system doesn't give a clear answer.

In today's AI-driven world, where uncertainty impacts people deeply, true leadership blends empathy, clarity, structure, and foresight to guide teams with confidence.

This is where The Munga Mindset applies. The Munga is a five-day, 1,129 km ultra-endurance race across some of South Africa's most unforgiving terrain. It's unpredictable, punishing, and mentally demanding - much like the modern leadership environment shaped by rapid technological change.

In this compelling keynote, Deon Basson shares the mindset and mental models that helped him finish The Munga. He applies business-tested leadership to AI-era organisations with clarity, structure, empathy, and innovation

He will show a structured framework to equip leaders with tools for high-stakes conversations, clarity under pressure, and emotionally intelligent influence.

Through vivid stories and leadership-tested insights, Deon unpacks how individuals and teams can lead when the dashboards go quiet, the pressure mounts, and only mindset, awareness, and courage remain.

Audience Takeaways

- When the “beaten path” ends, leadership blends insight, structure, empathy, and shared decisions
- Mental models for clarity, composure, and adaptability in high-stakes moments
- A leadership approach that balances data, structure, empathy, and strategy
- Why emotional awareness and resilience outperform technical skill under pressure

Who This Is For

- Senior leaders and decision-makers navigating AI transformation
- High-performance teams under pressure to deliver results
- Leadership offsites, strategy sessions, and transformation initiatives
- Organisations facing complexity, change, and ambiguity

About Deon Basson



Deon brings over 35 years of experience in business, leadership, and technology - backed by a B.Sc in Computer Science, Honours, and an MBA. He is Chairman of Spatialedge, Africa's largest specialised AI company, and CEO of reCInate.

He uses a structured communication framework to help leaders navigate uncertainty, build trust, and influence with clarity.

As an athlete, he has completed 5 full Ironmans, 7 half Ironmans, won the UK Coast-to-Coast gravel race (50+), and finished The Munga - twice. His insights are shaped by both executive leadership and real-world endurance - making his message uniquely credible and deeply human.

Deon's talks blend business insight, process discipline, emotional intelligence, and future-focused thinking - creating meaningful impact across leadership audiences.

Speaking Requirements

- Audio and video will be played from Deon's Windows laptop
- Microphone and screen required
- Recording permission: Approved

Testimonials

"If you're leading a team and haven't done this, you're already behind the curve."

- VP Operations, AI Product Company

"Our leadership team got unstuck fast. Culture, trust, and performance all improved."

- Chief People Officer, Global Software Business

"This isn't feel-good leadership talk. It's clear, direct, and gets you back in control."

- CEO, Applied AI Company