

Deon Basson

Founder of reCInate | Chairman of Spatialedge

Keynote Speaker | Leadership Strategist | Extreme Endurance Athlete

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Keynote: The Munga Mindset

Endurance Lessons for the Age of AI

AI is transforming how we operate - but not how we connect. In a world of automation, the competitive edge remains deeply human: communication. Influence, trust, empathy, and clarity still shape critical decisions - especially when technology reaches its limits.

This is where The Munga Mindset becomes more than a metaphor. The Munga is a five-day, 1,129-kilometre ultra-endurance race across South Africa's harshest terrain. It tests not just physical strength, but also mental focus, emotional control, and adaptive thinking - the same qualities needed to lead in complex, high-pressure environments.

In this keynote, Deon Basson shares a structured communication model designed to perform under pressure. Drawing from his work with AI-driven organisations and his personal endurance racing experience, he shows leaders and teams how to communicate with precision, empathy, strategy, and resilience - even when systems falter.

Deon's framework integrates data, structure, emotion, and vision - equipping organisations to stay connected and clear while navigating uncertainty and innovation.

Audience Takeaways

- Why communication - not just data - drives performance in AI-enabled organisations
- How to stay focused, empathetic, and adaptable in uncertain, high-stakes environments
- A tested model for leading conversations and decisions under pressure

- Tools to blend emotional intelligence, the big picture, analytical thinking, and structured dialogue

Who This Is For

- Executive and leadership teams navigating AI transformation
- Innovation, strategy, and digital transformation leaders
- Teams operating in high-stakes, AI-supported environments
- Offsites and forums exploring the future of human performance at work

About Deon Basson



Deon Basson brings 35+ years of experience in technology, leadership, and strategy - underpinned by a B.Sc in Computer Science, Honours, and an MBA. He is Chairman of Spatialedge, a specialised AI company focused on performance through intelligence, and CEO of reCInate - a communication framework built for decision-making and leadership under pressure.

He works with teams to build clear, confident, and human-centred communication that integrates systems, data, and emotional intelligence.

As an endurance athlete, Deon has completed 5 full Ironmans, 7 half Ironmans, won the UK Coast-to-Coast gravel race (50+), and completed The Munga - twice. His insights from extreme conditions offer teams a relatable model for communication when performance, trust, and clarity matter most.

Speaking Requirements

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

Testimonials

"This isn't a future-of-work talk. It shows you how to operate right now."

- CEO, Generative AI Platform

"It changed how our team communicates, especially when the pressure's on."

- CTO, Deep Tech Company

"Finally someone made sense of AI, people, and communication in a way we could actually use."

- Head of Product, AI Infrastructure Startup