

Deon Basson

Founder of reCInate | Chairman of Spatialedge

Keynote Speaker | Sales Strategist | Extreme Endurance Athlete

 [LinkedIn Profile](#)

 **Contact:** chris@recinate.com



Keynote: The Munga Mindset

True Selling Happens off “The Beaten Track”

Selling begins where the process ends - in the moments of pressure, uncertainty, and trust.

In modern sales, teams are focused on building process-driven environments with every step defined and documented , but closing the deal still depends on the human element. It comes down to clarity under pressure, reading the room, and navigating high-stakes moments where trust and relationships matter more than technique.

This is where The Munga Mindset applies. The Munga is a five-day, 1,148 km ultra-endurance race across some of South Africa’s toughest terrain. It’s unpredictable, brutal, and mentally demanding - much like navigating today’s complex sales cycles.

In this high-impact keynote, Deon Basson shares the mindset and decision-making models that helped him finish The Munga - and how those same principles translate directly to sales performance in a pressure-filled environment.

He draws on a practical communication framework to help sales teams navigate these moments with precision, structure, empathy, and strategic clarity.

Through real stories, Deon unpacks how sales professionals can perform when the pitch is over, the data is on the table, and everything still comes down to human influence.

Audience Takeaways

1. Endurance lessons under extreme conditions in sport.
2. Four principles to be successful in the Munga and AI
 - a. Strategic intent vs strategic plan.
 - b. Agile and Lean
 - c. High Agency
 - d. The importance of human relationships
3. How decision making (especially micro decisions) influences the success of both

Who This Is For

- Enterprise and B2C sales teams
- Sales leadership and GTM strategists
- Pre-sales, solution consultants, and account executives
- Inspiring moments needed, sales kickoffs, sales enablement sessions

About Deon Basson



Deon Basson is an extreme endurance athlete and a seasoned executive and board member operating at the intersection of AI, leadership, and human performance. With more than 35 years of experience in technology, strategy, and high-pressure decision environments, his career has spanned technical roles, sales, sales leadership, executive leadership, CEO and Chairperson responsibility. This breadth gives him a full-spectrum view of how AI strategy translates into commercial and organisational reality. He serves as Chairperson of Spatialedge, the largest AI company in Africa, and is the founder of reCInate, a structured communication framework built to strengthen leadership judgement when complexity, data overload, and time

pressure are high. His work centres on a critical truth: AI changes systems quickly, but people still make the decisions that determine success in complex, fast-moving, and high-stakes organisational environments.

His perspective is shaped by what he calls The Munga Mindset, drawn from competing in The Munga, a five-day, 1,148-kilometre ultra-endurance mountain bike race across extreme and unforgiving terrain in South Africa. Riders must make continuous decisions while fatigued, uncertain, and under sustained stress, where small mistakes compound rapidly and consequences escalate quickly over time. This mirrors AI-driven environments, where leaders face accelerating information, incomplete visibility, competing priorities, and constant change. In both contexts, outcomes are shaped by the same capabilities: mental clarity, emotional control, disciplined judgement, and the ability to adapt without losing direction or strategic intent.

Deon works with leaders and teams navigating AI transformation to improve how they think, decide, and align under pressure. His focus is not on technology alone, but on the human decision-making that sits around it. He integrates systems thinking, data awareness, and emotional intelligence to help leaders remain clear, consistent, and effective when stakes are high and conditions are uncertain and evolving.

Through this work, Deon shows organisations how structured communication and sound judgement ensure that AI investments translate into real performance, rather than confusion or misalignment. When pressure increases and the margin for error narrows, it is the quality of human decisions and alignment that determines whether AI delivers its promised value. His work reinforces the principle that while AI can enhance capability, leadership clarity and communication remain the decisive factors in sustained success over time and at scale.

Speaking Requirements

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

Testimonials

"There's no fluff here. Just practical strategies that helped us close better and sell smarter."
- CEO, AI SaaS Company

"If your sales team hasn't seen this, they're already behind."
- Chief Revenue Officer, B2B Tech Platform

“Deon’s who you call when the team’s busy but nothing’s landing.”
- VP Sales, Growth-Stage Tech Company

“Our sales team finally got focused. Every conversation is sharper.”
- Head of Commercial, Enterprise AI Startup