

# Do your best work.

UNRAVELING THE MYSTERIES OF HUMAN BEHAVIOR FOR BUSINESS STRATEGY

## this is pierre,

Pierre unravels the secrets behind human behaviour for business strategy. He cares deeply about two things, building people and helping them do work that matters.

As the founder of Be Brave, he has more than two decades of experience developing people, and building businesses and products that matter. He's a sought-after speaker on human dynamics, building teams, and navigating uncertainty.

As a thinking partner and speaker Pierre's insights empower businesses to understand, map, and harness complex human behaviours for impactful strategies and game-changing products.

He has spoken on four TEDx stages and engaged with leading organizations around the globe such as HATCH, Tencent, BP, Alan Gray, FNB, Yum!, and many others.

He has written four books and received the Desmond Tutu Gerrit Brand Prize for literature in 2018.

Pierre believes he is the love child of Gertrude Stein and Jason Bourne and lives in Cape Town with his wife, two kids, and his iPhone.



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## Most Popular Talks & Topics

- Teams to Tribes - "The ingredients needed to build a rock solid team"
- Storytelling - "Use the influential power of storytelling to grow your market"
- In Praise of Shadows - "Navigating the Chaos: Embracing Uncertainty"
- Money is a 'just' a Story - "How our personal and collective money narratives influence behaviours"

"Think Different, Apple said it, Pierre makes you do it"

- DEWALD DU PLOOY, MARKETING DIRECTOR KFC UAE

TEDx

HATCH



ALLAN GRAY