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**Peak performance experiences  
for your  
Conference, Teambuild  
Year End functions**

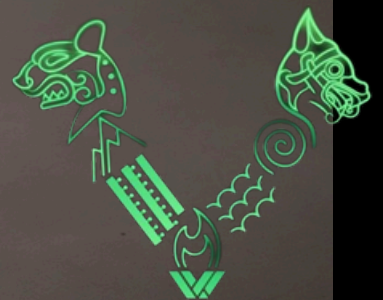


**COBUS VISSER**

**Fearless, Courage, Freedom, Legacy**



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# KEYNOTE SPEAKER

#WHATEVERITTAKES #LIVewithoutREGRET #VIKING

SOUTH AFRICA'S VIKING



INT TOP MOTIVATIONAL SPEAKER



FIREWALKING MASTER EXPERT



PEAK PERFORMANCE COACH



BUSINESS STRATEGIST



## Keynote topics

Keynote 1: walking through FIRE

#WhateverItTakes #livewithoutregret

Keynote 2: 10Xponential Growth



with Isaac Mphanga

Drumming and dancing, co facilorator







# Cobus the Viking Visser

[www.cobusvisser.com](http://www.cobusvisser.com)



Cobus the Viking Visser is a renowned South African author, speaker, trainer, facilitator, life coach and firewalking instructor who is dedicated to helping individuals, business leaders and people with disabilities.

Over the past decade, he has worked with hundreds of individuals and local and international leaders, teams, and organisations to achieve peak performance.

Cobus holds a BBA in Marketing Management from the IMM Graduate School. Also expertly qualified as a Certified Master Firewalking instructor, a Certified Master an Executive Business Coach, and enneagram facilitator. In addition, he has completed courses in Applied Sports Psychology, Train the Trainer, and Mental Strength.

After being diagnosed with haemophilia as a child and enduring excruciating pain for years, he found himself in the hospital, unable to move, in 2013. Instead of giving up, Cobus decided his body would no longer be his prison. He has since not only learned to move his arms, crawl, and walk, but he has also conquered Mount Kilimanjaro.

It is this lived experience that drives Cobus to motivate and inspire others, and to succeed in various professional arenas: he is the only Master Firewalker in South Africa; his executive coaching helps driven, powerful, forward-thinking individuals achieve more impact with less effort; as a global speaker and business strategist he uses his inspiring life story to help individuals and businesses reach their full potential; and as a teambuilding facilitator he uses a variety of activities - from glass and fire walking to board and arrow breaking and hula-hooping - to help teams understand each other better.

Cobus possesses an insatiable appetite for helping others and, despite being in constant pain, for continuously growing and challenging himself. In line with this, the peak performance expert recently introduced his new brand. Previously known as Africa's Superman, his rebrand as Cobus Visser the Viking is in line with his own personal and professional growth in recent years. Has co-authored three books, Extraordinary You 1, 2 and 3, with Renier Horne - He is also looking forward to the launch of his unique empowerment programme for men called Viking Wolfpack, which is focused on helping great men become warriors.

Since starting this journey, Cobus has twice been honoured with the Men of Valour award. He has also achieved several personal and professional milestones, with climbing Mount Kilimanjaro on crutches, and speaking in front of 3 500 people on stage and 10 000 people online, standing out as highlights.

Cobus lives his life according to two maxims - #whateverittakes and #livewithoutregret - and spends his free time travelling, hiking, watching movies, and broadening his horizons by completing short courses on various topics. The divorced father of two currently lives in Centurion, Gauteng



# Keynote 1: #WhateverItTakes #livewithoutregret



**Title: #WhateverItTakes: Climbing Kilimanjaro with Crutches - An Experiential Journey to #livewithoutregret**

**Description: Embark on an unparalleled motivational journey with Cobus Visser, a man who turned the impossible into a reality by climbing Kilimanjaro with crutches.**

This keynote, #WhateverItTakes, is not just a talk; it's a captivating experience designed to propel you towards creating your destiny, inspired by the profound wisdom of Gandhi - "Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, your values become your destiny."

This immersive experience, co-presented with Isaac, a Zulu warrior, intertwines powerful storytelling with live drumming, dancing, and audience interaction, creating a dynamic atmosphere that transcends conventional motivational speeches. Featuring songs like Impi, Shosholoza, and Waka Waka, the session goes beyond inspiration, offering a transformative exploration of the power of connection, team spirit, and the intentional hug.

Drawing from Cobus's life-altering book, "Walking Through Fire: Whatever It Takes," attendees are not just spectators but active participants in a narrative that champions resilience, hope, and the unyielding belief that the impossible is indeed possible.

## **Audience Key Takeaways:**

- **Empowerment:** Feel inspired to conquer tomorrow, embracing the philosophy that the impossible is within reach.
- **Live Without Excuses:** Each attendee receives an armband inscribed with #WhateverItTakes, a constant reminder to pursue life with no excuses.
- **Hope and Connection:** Discover newfound hope and a deeper connection with oneself and others, fostering a supportive community spirit.
- **Regret-Free Living:** Learn strategies for a life filled with purpose, devoid of regret, and aligned with one's highest aspirations.

## **Ideal for:**

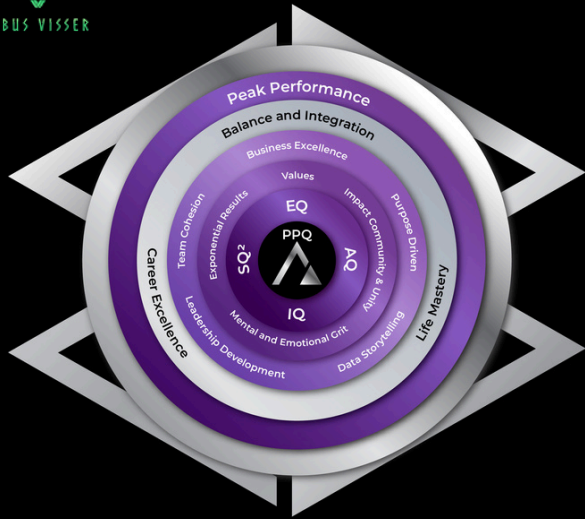
- **Mental Health Awareness:** Offers insights into overcoming psychological barriers and cultivating a positive mindset.
- **Team Motivation:** Ideal for teams seeking a unique bonding experience that highlights the importance of unity and shared goals.
- **Experiential Learning:** Perfect for audiences looking for more than just a talk, but a memorable journey with Cobus and Isaac, the Viking and the Warrior.

**Complementary Activities:** Enhance the experience with optional activities like the Firewalk, Glasswalk, Drumming, or Ice Plunge - each designed to challenge limits, build trust, and reinforce the keynote's messages.

Embark with us on this journey to unleash your extraordinary potential, proving once and for all that #WhateverItTakes is not just a motto but a way of life.



# Keynote 2: Viking Virtues for Peak Performance



**Title: Viking Virtues for Peak Performance: Embracing Courage and Equality for Organizational Transformation**

**Description:** Dive into the ancient wisdom of Viking virtues with Cobus Visser, as he takes you on a riveting journey back in time to explore the principles that made the Vikings legendary warriors, equal-opportunity leaders, and pioneering explorers. "Viking Virtues for Peak Performance" is not merely a keynote; it's an immersive experience designed to equip modern-day teams and organizations with the tools needed to thrive in an era of AI, geopolitical conflicts, and future uncertainties.

Drawing parallels between Viking conquests and today's business challenges, Cobus elucidates how the Vikings' fearless approach to battles, respect for equality among men and women, and relentless pursuit of exploration can inspire contemporary organizational transformation and diversity initiatives. Learn how today's royals, cutting-edge technology, and the world's most peaceful countries trace their lineage to Viking virtues, embodying a testament to their enduring legacy.

## Audience Key Takeaways:

- **Understanding the 9 Viking Virtues:** Discover the profound impact of courage, truth, honor, fidelity, discipline, hospitality, self-reliance, industriousness, and perseverance on team cohesion and performance.
- **Empowerment in Uncertainty:** Gain insights into leveraging Viking principles to navigate the modern challenges of AI, global conflicts, and future uncertainties with confidence and unity.
- **Code of Honor in Teams:** Learn to establish a Viking-inspired code of honor within teams, fostering a culture of respect, equality, and collective achievement.
- **Conquering as a Team:** Embrace the Viking spirit of conquest and exploration, applying their strategies to achieve organizational goals and overcome contemporary obstacles together.

## Ideal for:

- **Organizational Transformation:** Perfect for businesses seeking to cultivate a fearless and egalitarian culture that embraces change and innovation.
- **Diversity and Inclusion Initiatives:** Offers valuable insights into the Viking approach to equality, making it relevant for diversity and inclusion training.
- **Team Building:** An excellent choice for teams aiming to strengthen bonds, enhance collaboration, and achieve peak performance through shared values and goals.

**Complementary Activities:** Like in Keynote 1, this presentation can be paired with experiential activities such as Firewall, Glasswalk, Drumming, or Ice Plunge, each designed to reinforce the keynote's themes and enhance team unity and resilience. Participants will receive an armband symbolizing their commitment to Viking virtues and a teaser to the future book "Vikings," set to launch in 2025.

Join Cobus Visser in this transformative keynote to forge a path of excellence for your team, inspired by the timeless virtues of the Vikings. Together, let's set sail on a quest for organizational greatness, armed with courage and the spirit of conquest.

# Cobus the Viking





# Keynote 3: 10Xponential Growth

**Keynote Description: 10Xponential Growth - Scaling Your Business with the 12 Disciplines**

**Title: 10Xponential Growth: Laying the Foundations and Scaling Up with the 12 Disciplines of Business Mastery**  
**Description: Unlock the secrets of scaling your business to extraordinary heights with Cobus Visser's transformative keynote, "10Xponential Growth." Whether you're in the startup phase laying the groundwork or ready to scale up, this presentation provides a meticulous blueprint for success. Based on Cobus's vast experience in turning a family enterprise into a sprawling success and catalyzing a business to grow by 10,000%, this session reveals the 12 indispensable disciplines that guarantee business growth within 12-18 months.**

Cobus combines the rigor of an almost MBA with practical strategies forged in the entrepreneurial fires of real-life business challenges. Learn to navigate and conquer the volatile economic landscape and discover the mindset shifts necessary for exponential growth and freedom.

## Audience Key Takeaways:

- **Start-Up Strategies:** Essential foundations for startups to position themselves for scalability and success.
- **Scaling Secrets:** For established businesses, strategic insights to catapult your enterprise into the realm of exponential growth.
- **Mindset and Legacy:** Cultivating the vision and mindset that fuel the drive towards creating a meaningful business legacy.
- **Growth Blueprint:** A strategic growth plan tailored to guarantee the scaling of your business operations and impact.

## Ideal for:

- **Startup Entrepreneurs:** Tailored advice to set a robust growth foundation from the outset.
- **Seasoned Business Owners:** Advanced strategies for those looking to scale their businesses significantly.
- **Innovation and Business Growth Conferences:** A cornerstone presentation offering a blend of inspirational insight and practical tools.
- **Ideal for Corporates and Management Committees** who are aiming not just to grow their company but also to significantly enhance their profit margins and expand their market share, creating a competitive edge in their industry.

**Online Course for Continued Learning:** In lieu of complementary tools, attendees will have exclusive access to an in-depth online course. This course delves deeper into the 12 disciplines, providing a comprehensive learning experience to apply these principles effectively.

Embark on a journey with Cobus Visser as he guides you from laying strong business foundations to achieving 10Xponential Growth, all within the framework of the 12 disciplines. This keynote is an investment in your business's future, paving the way for scalability, sustainability, and unparalleled success.



# Keynote: Wolfpack

## Keynote Outline: Wolfpack - Where Great Men Become Warriors

### Title: Wolfpack - Where Great Men Become Warriors: Navigating Mental Health in Men and Women

**Objective:** To illuminate the journey of mental health resilience and empowerment in both men and women, drawing on the metaphor of the wolfpack to explore themes of community support, leadership, and personal transformation.



### Key Themes:

- 1. The Strength of the Pack:** Introduction to the wolfpack as a metaphor for human communities - emphasizing the importance of social bonds, collective resilience, and mutual support in navigating mental health challenges.
- 2. Leadership and Vulnerability:** Examining the roles within a wolfpack to discuss leadership in mental health advocacy. Highlighting how vulnerability can be a strength, fostering a culture of openness and support in professional and personal spheres.
- 3. The Lone Wolf Myth:** Debunking myths surrounding solitude and mental health, particularly in men. Encouraging a dialogue on seeking support, the dangers of isolation, and the power of community in healing and strength.
- 4. Becoming Warriors in the Fight Against Stigma:** Strategies to combat the stigma associated with mental health in society. How men and women can become warriors by advocating for mental health awareness, education, and change.
- 5. Embracing the Journey:** Personal stories of mental health battles and victories from the speaker's life and others. Sharing insights on resilience, recovery, and the continuous journey of mental health.
- 6. The Warrior's Tools:** Practical tools and techniques for mental wellness and resilience. Incorporating mindfulness, physical wellness, emotional intelligence, and community support into daily life.
- 7. Building Your Pack:** Steps to creating supportive environments in the workplace, home, and beyond. How to foster connections that empower and uplift, transforming challenges into opportunities for growth.

**Ideal For:** Corporates seeking to enhance their mental health initiatives, community groups focused on mental wellness, educational institutions aiming to foster resilience among students, and individuals looking to empower themselves and others in their mental health journey.

**Complementary Activities:** Like in Keynote 1, this presentation can be paired with experiential activities such as Firewalk, Glasswalk, Drumming, or Ice Plunge, each designed to reinforce the keynote's themes and enhance team unity and mental strength. Participants will receive an armband symbolizing their commitment to livewithoutregret

**Conclusion:** Wolfpack - Where Great Men Become Warriors serves not only as a call to action but as a beacon of hope and empowerment. It's a reminder that in the journey of mental health, no one is alone, and together, as a pack, we possess the strength to overcome, thrive, and transform challenges into victories.





## Keynotes Value

**Incorporate these invaluable offerings into your event and amplify the transformative power of your team's experience:**

**Every company will receive a complimentary Team EQ anonymous survey, valued at R25k, to assess the cultural dynamics and pinpoint potential red flags within their organization, with confidential results shared exclusively with the executive committee.**

**Additionally, each participant will gain access to the Peak Performance Quotient (PPQ) online 12-week quest course, a value of R12k per person, to further empower and drive their growth journey.**

### **Keynote #1 - #WhateverItTakes #LiveWithoutRegret:**

This keynote is designed with adaptability in mind, allowing for customization to align with the unique requirements of your conference. Enhance the transformative experience by incorporating additional activities such as firewalking, glasswalking, the Viking ice plunge, and fire drumming. Our array of team activities is specially curated to facilitate breakthroughs and empower participants.

### **Keynote #2 - Viking Virtues for Peak Performance:**

Our Viking Virtues keynote is not only adjustable to suit the theme of your event but also offers the possibility of including experiential activities. From the daring firewalk and the mindful glasswalk to the invigorating Viking ice plunge and rhythmic fire drumming, each activity is designed to reinforce the keynote's message and foster team empowerment.

### **Keynote #3 - 10Xponential Growth: Scaling Your Business with the 12 Disciplines:**

This keynote is highly adaptable and can be fine-tuned to resonate with the specific goals and challenges of your conference. To extend the impact and learning, you have the option to integrate experiential activities such as firewalking, glasswalking, Viking ice plunges, fire drumming, and a suite of other team-building exercises. These activities are crafted to promote breakthrough thinking and to embolden every participant with a sense of limitless potential.

Isaac Maphanga





Isaac Maphanga is a world-renowned percussionist and drummer from South Africa, with over 30 years of experience in the music industry. He has performed with various artists across different genres and has toured extensively in Europe, Africa, and Asia.

In our interactive drumming sessions with Isaac Maphanga, participants will have the opportunity to learn the basics of African drumming and percussion. Isaac will teach participants about the different rhythms and techniques used in African drumming, and how they can be applied to create unique and dynamic beats.

Participants will have the chance to play a range of African percussion instruments, including djembe drums, shakers, and bells, and will learn how to play in a group ensemble. The sessions are designed to be interactive and engaging, with plenty of opportunities for participants to ask questions and receive feedback from Isaac.

Isaac's teaching style is highly engaging and accessible, and he has a talent for making complex rhythms and techniques easy to understand and learn. He has a wealth of experience working with people of all ages and skill levels, and his interactive drumming sessions are suitable for both beginners and experienced musicians.

Our interactive drumming sessions with Isaac Maphanga are perfect for team building, corporate events, schools, community groups, and private parties. They are a great way to promote collaboration, communication, and creativity, and to learn about African culture and music in a fun and engaging way.

Overall, our interactive drumming sessions with Isaac Maphanga offer a unique and unforgettable experience that is sure to leave participants feeling energized, inspired, and connected to the rhythm of African music

**HAS PERFORMED AT 2010 WORLD CUP WITH SHAKIRA, AT THE 46664 CONCERT WITH WILL SMITH AND MANY OTHER CELEBRITIES AND HAVE TRAVELLED TO MORE THAN 36 COUNTRIES.**



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**FIRE DRUMMING**

#WHATEVERITTAKES #LIVewithOUTREGRET #VIKING



COBUS VISSER



# FIREWALKING

#WHATEVERITTAKES #LIVEWITHOUTREGRET #VIKING

Cobus the Viking Visser is a qualified Certified Master Firewalking instructor

## Firewalk: Your Ultimate Possibility

Most people believe they could never walk on Fire. Scientifically there is no justification for this belief. But logic flies out the window when you are standing in front of the coals.

·The firewalk teaches us how to overcome our primal fears, so that we can liberate our inner Greatness

·It teaches us to let go of limiting beliefs like, "I'm not good enough", "I can't do this".

·It teaches us that we are far more capable than we think. It creates the empowering belief, "If I can do this, I can do anything."

·The firewalk experience creates a team reference experience for possibility. The team can use this reference experience whenever they encounter difficulties. They can say to themselves, "If we can walk on fire, then surely we can overcome this challenge"

·The firewalk also teaches the team to take accountability for their actions. It is like the fire, if you don't take accountability, you will get burnt.

The firewalk emphasises the lesson that success is a matter of technique.

There is a specific technique to firewalking that keeps you safe and ensures that you can walk on the burning coals

"Cobus's story is truly inspirational. What I love about him, he is a living example that if you put your mind to it you can achieve absolutely anything. That night we walked on fire..." Robin Banks



"My company has been working with Cobus for nearly six months and the results have been beyond my wildest expectations. Team work has increased, fun is back in the business, accountability is developing and business is growing in excess of 70% year on year. I have no hesitation in recommending Cobus if you want to change attitudes in your company, get buy in and commitment from all staff, increase productivity and create a team that looks after each other like a family." Hilton Johnson CEO Compliance Hub

# VIKING ICE PLUNGE

#WHATEVERITTAKES #LIVewithoutREGRET #VIKING

## Viking Ice Plunge: The Courageous Leap into Resilience

The thought of submerging oneself in ice-cold water often sends shivers down the spine before the body even touches the water. It's a challenge that echoes the formidable spirit of the Vikings, a true testament to endurance and mental fortitude.

- The Viking Ice Plunge is an invigorating experience that teaches us to embrace discomfort and transform it into a catalyst for growth, reinforcing the message: "I am stronger than I believe."
- It encourages individuals to shatter self-imposed limitations and adopt a mindset of invincibility, proving that "impossible" is merely a state of mind.
- This experience serves as a powerful metaphor for business resilience, instilling the conviction that even in the face of freezing adversity, we can emerge victorious and unscathed.
- As a collective journey, the Ice Plunge builds an unbreakable bond within teams, creating a shared understanding that unity and support are the cornerstones of conquering challenges.
- It underscores the importance of precision and method, illustrating that success, like the careful approach needed for the plunge, is rooted in respect for the process and mindfulness in action.

"Witnessing Cobus's Viking-like resilience is nothing short of empowering. His life embodies the essence of pushing beyond the ordinary. Taking the ice plunge under his guidance transcends a mere dip in cold water—it becomes a symbol of our unwavering potential."





# GLASSWALK

#WHATEVERITTAKES #LIVewithoutREGRET #VIKING



As for the lessons you've mentioned in a team activity such as walking over broken glass, let's break it down:

**1. Servant Leadership:** Emphasizes the importance of servant leadership, which is all about putting the needs of the team before your own. This style of leadership fosters trust and encourages collaboration, as team members know that their leader is invested in their personal growth and success. In the context of the broken glass walk, the leader would be the one to walk first, demonstrating their commitment and setting an example.

**2. Support and Asking for Help:** The power of teamwork and the importance of seeking help when needed. He encourages people to break away from the notion that asking for help is a sign of weakness. In the glass walk scenario, this might manifest as team members assisting each other, offering encouragement, or even physically supporting each other during the walk.

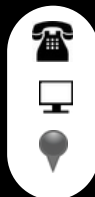
**3. One Step at a Time, Focused and Present:** Cobus teaches that success is often the result of taking things one step at a time, staying focused, and being fully present in the moment. This approach minimizes overwhelm and allows for better decision making. During the glass walk, this would be vital, as participants need to focus entirely on each step they take, both for safety and to overcome the mental challenge presented by the activity.







# COBUS the Viking VISSER \V/ PEAK PERFORMANCE SPEAKER & CONSULTANT



082 464 2372  
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Gauteng, South Africa

## 1 Firewalking

<https://youtu.be/n9Lcow45XFc>

## 2 Drumming

<https://youtu.be/I9kS8o94sr0>

## 3 Glasswalking

<https://youtu.be/u-PzbRYSJjk>

## 4 Ice plunge

[https://youtu.be/j5\\_sXSFuCrI](https://youtu.be/j5_sXSFuCrI)



## 5 Teambuilding activities

[https://youtu.be/E\\_VK6bHjwSM](https://youtu.be/E_VK6bHjwSM)

## 6 Arrow Break

<https://youtu.be/UnfpM4I6ALs>

## 7 Board Break

<https://youtu.be/Cf-bqalQpll>

## 8 Rebar Bend

<https://youtu.be/wHHYo2D8S-I>



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Gauteng, South Africa



# TESTIMONIALS



**Ria Ramnarlian**

Sassy Consulting

February 10, 2020, Ria was a client of COBUS'

This is for all HR Execs, Managers and leaders of organisations, who truly want to see breakthroughs in their team's performance and enhance culture. This post is for you.

Personal issues and conditioning impact employees ability to reach those targets, meet those deadlines, it pushes them to seek confrontation or withdraw. We are all aware of this, but never truly open ourselves up to way to heal conditioning and limiting blocks as it opens us to vulnerability.

Friday night was amazing!!!

Although terrified at the thought, I knew my mind was strong. I walked in fire, to prove to myself I could it.

I met the most phenomenal and authentic human being around COBUS VISSER.

We look for heros and Cobus is a living hero!

He helps failing team's and leaders too.

If you an exec reading this, get in touch with Cobus at #Supermanlife and let him help your team's achieve greatness.

You won't regret it. [See less](#)

On behalf of the management and staff of SurTech, I would like to thank you and everyone on your team for our great firewalk experience yesterday afternoon at 26 Degrees South Hotel.

Many people were skeptical before we started and I was worried there may only be one or two that went through with the experience, but that certainly wasn't the case on the day. We are a team of strong willed, natural high performers, but you had a way to get everyone focused on that ultimate end goal and reflecting on what they could do differently. We arrange fun activities every few months as a form of team building and I have never received so many WhatsApp messages after the activity. Some of the messages I received from our team were;

"wow, I can't believe we all did that",

"this afternoon was so fantastic",

"I am so hyped after today, that was great",

"I walked on fire, yes I WALKED ON FIRE!! I am awesome"

"That was the best company day, THANK YOU. It was great to see the team's morale" [See less](#)



**Leigh Carmichael**

Head of Marketing & Demand Generation

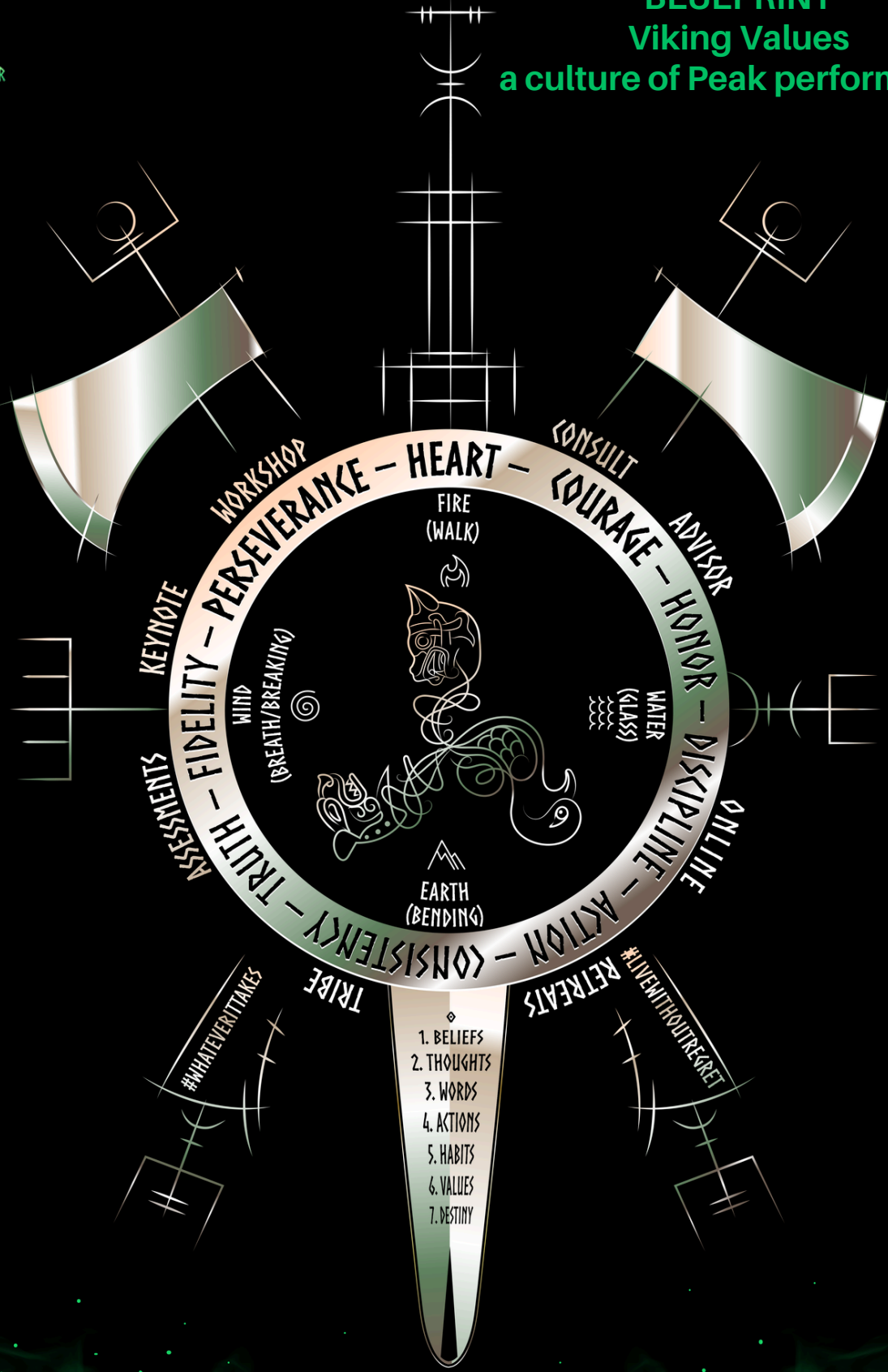
January 25, 2020, Leigh was a client of COBUS'





COBUS VISSER

# BLUEPRINT Viking Values a culture of Peak performance



Autobiography by Cobus Visser




WALKING  
THROUGH  
FIRE

#WHATEVERITTAKE



Extraordinary the power that is you Vol 1

Cobus Visser & Renier Horne



# Extraordinary


the power that is you

## Volume 1

Cobus Visser & Renier Horne

Extraordinary the power that is you Vol 2

Cobus Visser & Renier Horne



# Extraordinary

the power that is you

## Volume 2

Cobus Visser & Renier Horne



# Extraordinary

The power that is You

## Volume 3

Cobus Visser & Renier Horne

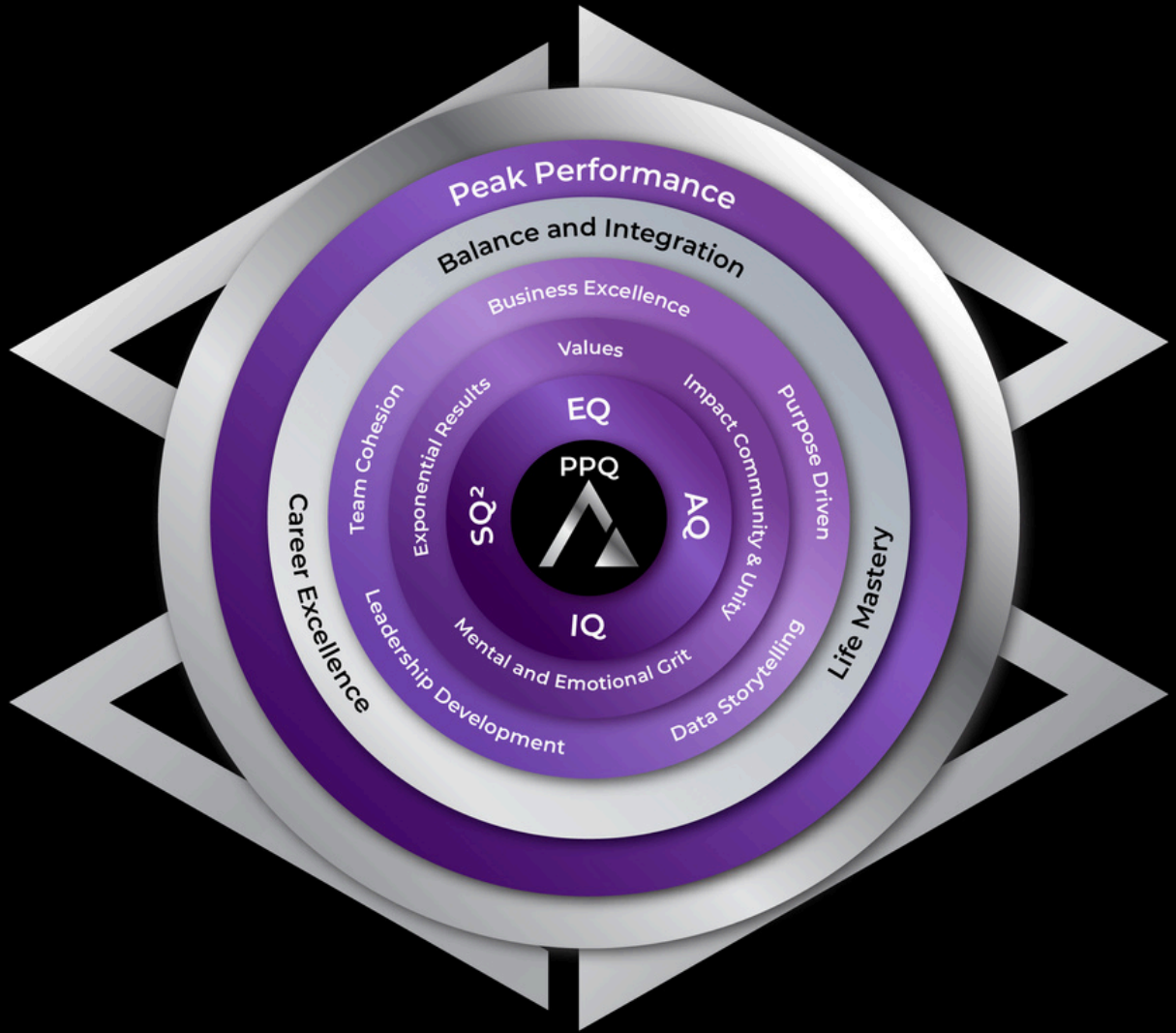




KOBUS VISSER

**BLUEPRINT**  
**Viking Values**  
a culture of Peak performance

# A BLUEPRINT FOR



# PEAK PERFORMANCE

Igniting a Legacy of Possibility™

# PRICING GUIDELINE

#WHATEVERITTAKES #LIVewithoutREGRET #VIKING

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**FIRE WALK EXPERIENCE 120min Team4-6**

**Fire DRUMMING Cobus & ISAAC 60min Team3-4**

**COBUS KEYNOTE WITH DRUMMING ISAAC EXPERIENCE 90min Team4-6**

**GLASS WALK EXPERIENCE 90min Team4-6**

**Board or Arrow Break EXPERIENCE 90min Team4-6**

**Rebar Bend EXPERIENCE 90min Team4-6**

**Ice Plunge (for 20 people) 90min Team4-6**

**\*Custom pricing available**

*over 13500 people firewalked  
over 6500 walked on broken glass  
over 1000 drumming events*

*Have delivered keynote to 3500 people live*

*Delivered keynote to 15000 online*

*Myself Have walked 1650 times on Fire*

*I'm the only Fire walk Master in SA*

*We have done Fire walks on top of buildings, inside buildings and at some of the Top venues  
in the country*