FOR IMMEDIATE RELEASE | November 2026

When the world's applause quietens, what does your heart say? Delarey Brugman shines the light on life's deep questions, learned in the fine company of the business and sports elite of the world, where high performance should come from the heart and your greatest self flourishes.

New book When Success Stops Answering turns to meaning, awareness and spirituality for everyone en route to the accolades.

Cape Town, November 2026: Somewhere before the crowd stops cheering success stops answering. Outside success was never designed to serve the heart's vibrance and sooner or later the real in you starts paying attention to that knock on the door. Delarey Brugman wrote When Success Stops Answering for everyone when they start hearing that voice and shares what he has come to learn from the business and sports elite of the world on how high performance can come from the heart and how it all comes together from there.

> *"I do not consider myself any kind of guru or therapist. I do report though as a spiritual seeker with an inquisitive eye on what I have learned from the business and sports elite of the world and how you could become more when all your elements of existence start humming together."*
> **Delarey Brugman**

The book is told as a field report from a curious interior. Boardrooms and life's chessboards, Grey College and wine back labels, a breakfast with Archbishop Desmond Tutu on the mountain overlooking Stellenbosch, a Richard Rohr conference where a conversation became a friendship, church council service and spiritual quests carried with curiosity and a good heart, and friendships that arrived unannounced. Theologians and mystics sit beside psychologists and strategists with the occasional poet. Sixteen chapters move from The Constructed Me Built to Survive through Money Is Your Mirror and Faith After Certainty to Remaining and the book closes on Matthew 5:14, the light that cannot be hidden. Where people live and lead from the heart the decisions that follow better the world and that is the gift this work hopes to pass on.

WHAT THIS BOOK NAMES FOR THE FIRST TIME

From these epiphanies these creative concepts emerged.

- **'The Wisdom Entrepreneur'** A new way of seeing from the inside and making it work for everyone on the outside too.
- **'The Einstein Heart-Moment'** Where breakthrough comes from holding everything and looking from a deeper space, from Einstein's walk through Bern to a sniper's shot measured at just over a kilometre.
- **'Remaining'** The willingness to stay rather than arrive, as one could see in a Karoo tree before dawn.

Beau Bridges, actor and director, on the book: "If you want to lighten your load… get loose, and walk your path unencumbered by worry and tension… then this book is for you! Delarey Brugman invites us to dance to the music, shed our burdens and celebrate the wonder and complexities of life."

It is published in paperback (ISBN 978-1-0492-7845-2) at R300, with signed copies at R500 and signed personalised copies at R750 for delivery in the first week of December, a considered Christmas gift for a parent, a mentor or a friend busy making it big in life. The book launches on 30 November. Join the waitlist to get the first chapter now and the link on launch day: whensuccessstopsanswering.com.

Available for interview. Delarey considers invitations on matters concerning excellence, holding all of life's categories together for athletes, business, politics, geography, religion, culture and age. Everyone can play life's main game under the floodlights.

About the author. Delarey Brugman is the author of When Success Stops Answering. A prior international sports agent and strategic advisor with a military and martial arts background and decades of entrepreneurial experience, he works with outsourcedactuaries.ai, an actuarial AI advisory enterprise. He lives on a farm outside Stellenbosch with his wife and three daughters. His most important work is still walking barefoot.

About Anthem Creative Agency. Anthem does not just represent talent; we forge it. Founded by Ian Hadfield, with about 40 years of industry experience behind it, Anthem combines AI-driven strategy with hands-on industry mastery to build talent so strong it cannot be ignored. Opportunity is something we forge, not something we wait for. anthemcreativeagency.com

MEDIA CONTACT
Ian Hadfield, Founder and Talent Manager, Anthem Creative Agency
hello@anthemcreativeagency.com | +27 82 257 8524
Interviews, review copies and signed copies on request.

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