

THE DR. DARYL R. YOST
IDEAS @ WORK
EVENT
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KEYNOTE SPEAKER

WENDY KENNEDY

President and Founder, WKI, wendykennedy.com



CELEBRATING ENTREPRENEURSHIP

LESSONS LEARNED FROM A SERIAL ENTREPRENEUR & DESIGN THINKING TRAILBLAZER

KEY POINTS

1. **Find your North Star.** Recalibrate and commit to a renewed vision.
2. **Customers' needs have changed.** Be willing to change with them.
3. **Ecosystems have been disrupted.** Map and model how your world has changed. Identify new opportunities and partners.
4. **Think differently about your competition.** Direct and indirect. It's about differentiators, not features.
5. **Digitization—up your marketing game.** Reach more people in different and more engaging ways.
6. **Shift from growth to profit mentality.** Rethink how you work. Is your path sustainable?
7. **Build entrepreneurial flexibility.** Identify how to diversify your product and service offerings.
8. **Ideate to innovate.** This is the way forward. Whiteboard, use frameworks to bring people together to ideate about your business (use WKI napkin tool).

FROM ONE BUSINESS BUILDER TO ANOTHER

- Find your New North Star—where are you trying to go?
- Listen to your entrepreneurial heart. You can do this! **Have no quit.**
- Execute on something **market-facing** every single day.
- Be resilient. It makes all the difference to rise above the situation.
- Focus on the silver linings. We've all been through tough times. Redesign the value of what you deliver.

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