

January 23, 2024

# The Better Entrepreneur: Innovation, Tactics, Human Skills and the Common Traits of the Successful

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**BRAVING  
BUSINESS**  
Podcast

Tales of Entrepreneurial  
Resilience and Courage  
In the Face of Adversity

Hosted By  
**Tal Zlotnitsky**  
Serial Entrepreneur  
& Startup CEO

# Introduction

- ❖ **Introducing Myself**
- ❖ **Overview of Today's Talk:**
  - What kind of businesses make the best startups in these times
  - The tactics that successful entrepreneurs deploy
  - The human elements of success
- ❖ **The 'Common Ingredient' of Successful Entrepreneurs**

# Reimagine Better

- ❖ The startups likelier to succeed **innovate within established markets**
- ❖ In other words: Tweak an existing product/service in a proven marketplace
  - **Why is this the case?**
  - **How to evaluate/realize your idea**
  - **What to watch out for**

# Better Tactics

- ❖ **Immersion**, by any means possible
- ❖ **Test your hypothesis** as if your aim is to disprove it
- ❖ Fearlessly seek out **knowledge and mentorship**
- ❖ Keep a **listening score**

# Better Interpersonal Skills

- ❖ Decency as a core value
- ❖ What kindness means in business
- ❖ Be Fair, and Expect Fairness
- ❖ The Simple Way to Win People Over
- ❖ Be memorable for the Right Things

# Be Better To Yourself

- ❖ **Self Awareness**, and How it Changes Everything
- ❖ **Healthy Body, Healthy Mind**
- ❖ **Vital Importance of Positive Self-Talk**
- ❖ **Put a ‘Word’ to Your Feelings**

# The Common Traits of the Successful

- ❖ **Extreme Resilience** in the Face of Failure
- ❖ Willing to Acknowledge Failure
- ❖ Eager to Learn from Failure
- ❖ Stories from “Braving Business” Podcast



# Thank You!

- ❖ Quick Recap
- ❖ Q&A

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