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# 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



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# Introduction

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- ❖ **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**



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# Reimagine Better

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- ❖ 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**



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# Better Tactics

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- ❖ **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**



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# Better **Interpersonal Skills**

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- ❖ **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



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# Be Better **To Yourself**

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



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# The Common Traits of the Successful

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



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# Thank You!

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- ❖ Quick Recap
- ❖ Q&A

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