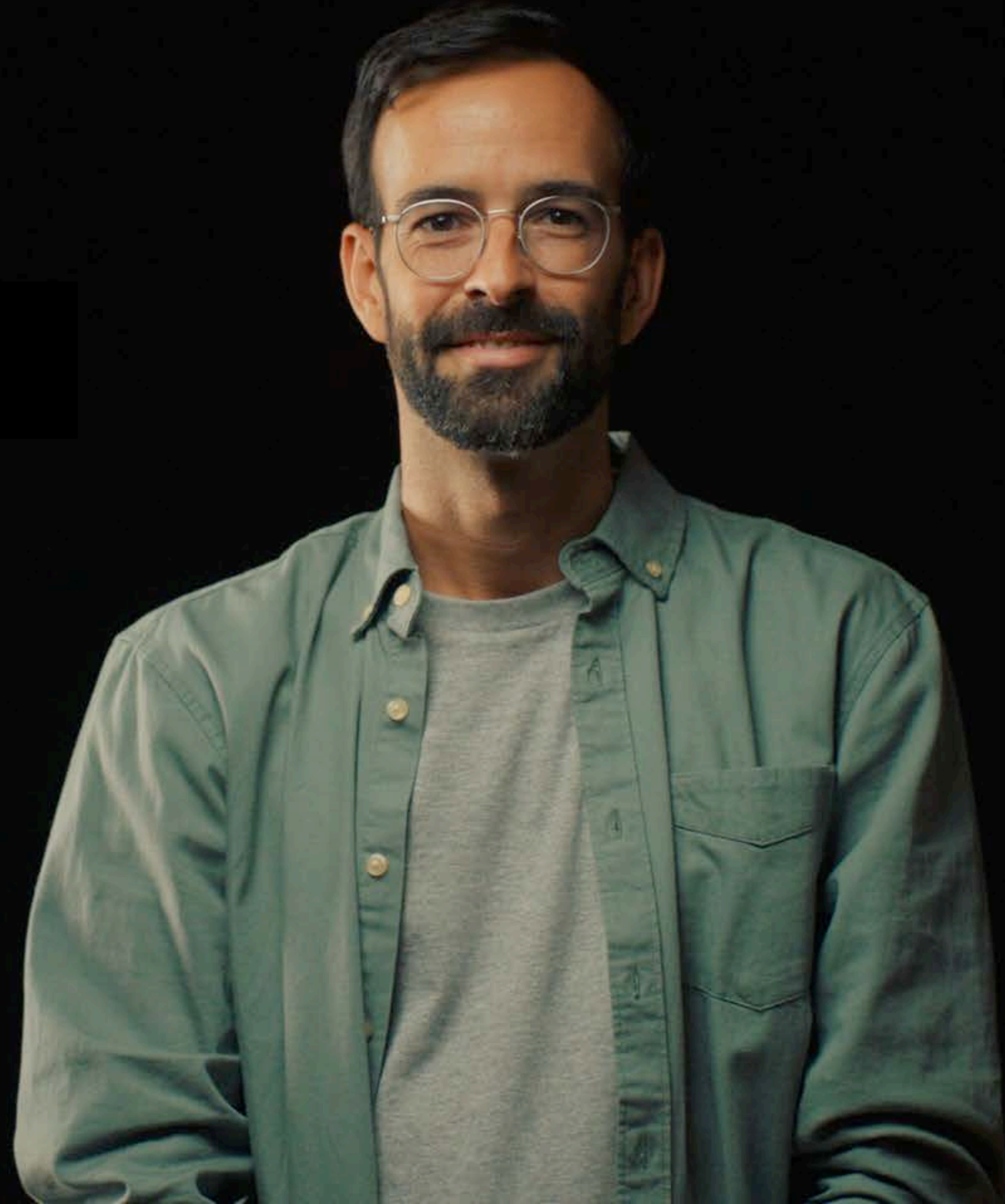


2024 - IT'S GOING TO BE A DOOZY



THANK YOU

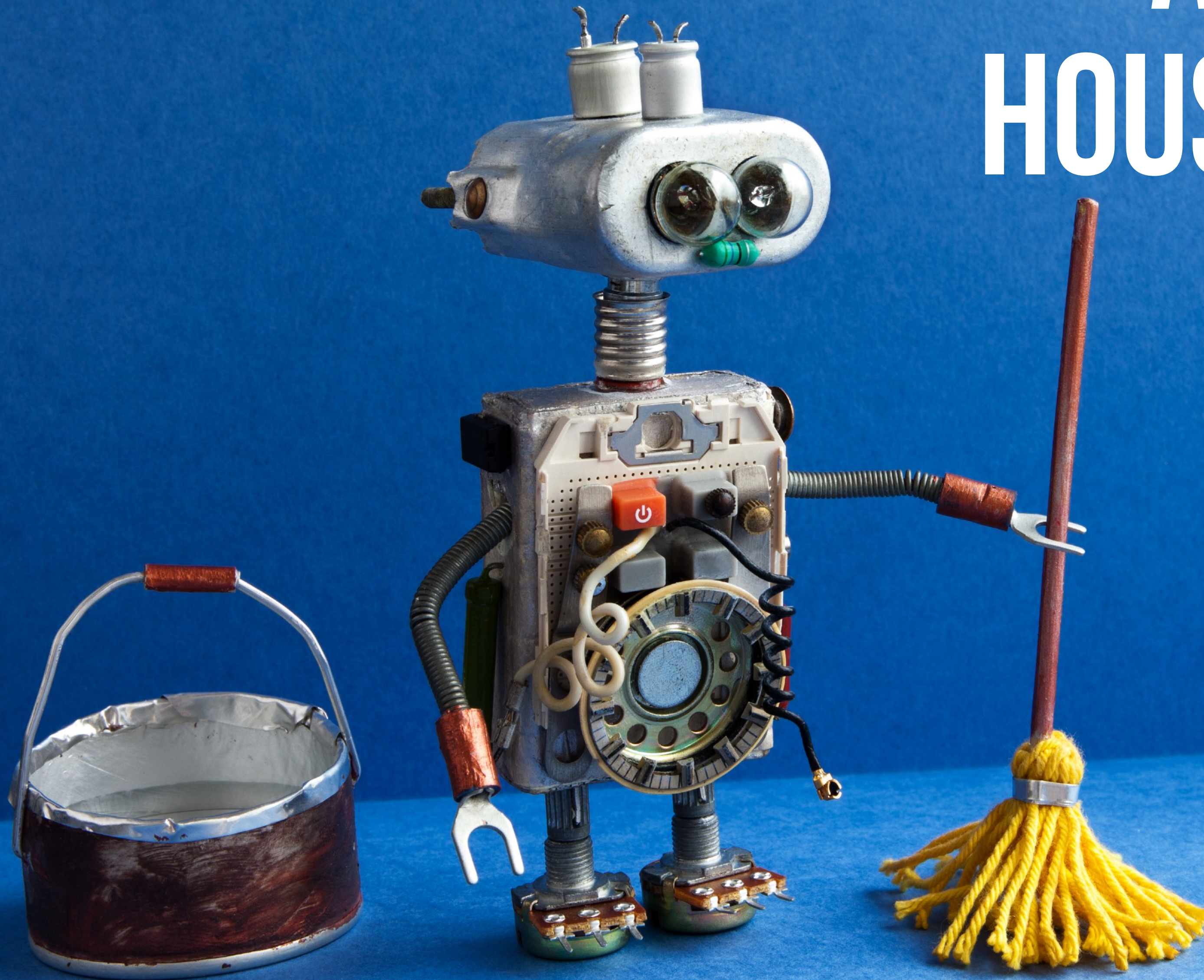




ANDREW GRIFFITHS

Entrepreneurial Futurist

A LITTLE HOUSEKEEPING





**A DOWNLOADABLE
WORKSHEET IF YOU WANT
TO PLAY ALONG AT HOME.**

DOWNLOADABLE WORKSHEET



2024 - IT'S GOING TO BE A DOOZY



1. THERE IS ALWAYS OPPORTUNITY

2. TAKE ACTION NOW

3. AFTER EVERY TOUGH TIME

DOWNLOADABLE WORKSHEET



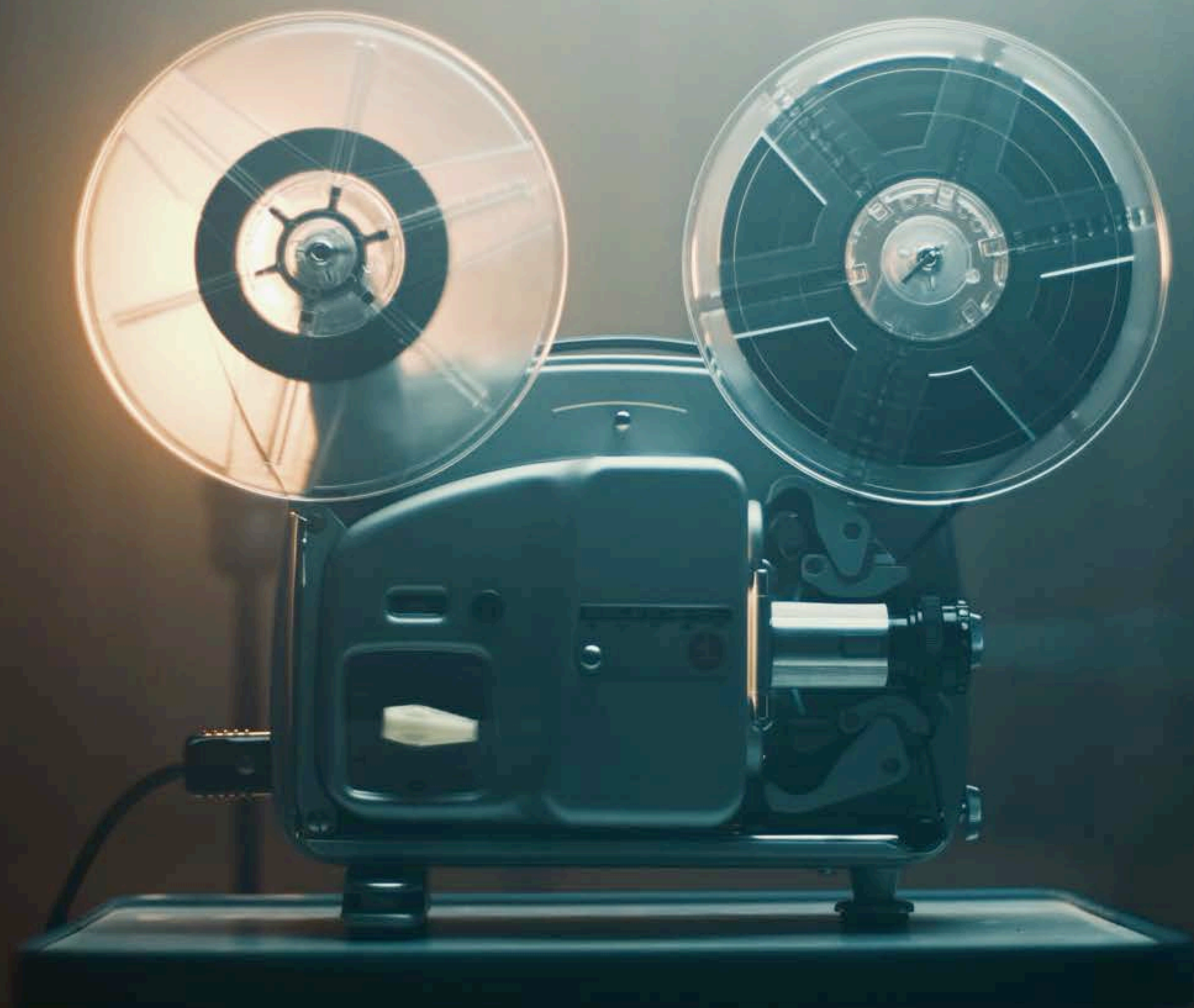
2024 - IT'S GOING TO BE A DOOZY

<p>1. FACT OR FICTION </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>2. HOARD CASH </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>3. PROTECT YOUR MIND </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>4. SUPPORT OTHERS </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>5. ENGAGE YOUR CUSTOMERS </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>
<p>6. BEWARE OF WARNING SIGNS </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>7. INVEST NOW </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>8. BUILD COMMUNITY </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>9. EMBRACE NEW </p> <p>MY #1 ACTION IS:</p> <hr/> <hr/>	<p>PRIORITIES</p>

MAKE THIS A DEFINING YEAR FOR YOUR BUSINESS

**PLEASE USE THE CHAT
BOX, I'LL TRY TO KEEP AN
EYE IT AS WE GO.**





I'LL SHARE A LINK TO THE RECORDING...

LET'S GET STARTED...



2024

2024

“DOOZY”

2024

“DOOZY”

Something that is unusually good, bad, big or severe.

**OVER THE PAST FEW
YEARS IT SEEMS
LIKE WE'VE HAD A
FEW DOOZIES! AND
THAT'S A BIG PART
OF THE CHALLENGE.**





**AS SMALL BUSINESS
OWNERS WE'RE A
LITTLE BATTLE
WEARY.**

**WE WANT A “NORMAL YEAR”
BUT I’M NOT SO SURE THAT
THEY EXIST ANY MORE.**






**ONE OF THE BIGGEST
LESSONS I'VE LEARNED
AS AN ENTREPRENEUR
IS THAT WE HAVE TO
GET COMFORTABLE
WITH UNCERTAINTY.**

**AND IN FACT WE HAVE TO START
TO ASSOCIATE RAPID PERIODS OF
CHANGE, ADAPTION AND EVEN
CHALLENGE AS TIMES OF GREAT
OPPORTUNITY IN A HIGHLY
COMPETITIVE WORLD.**





**REGARDLESS OF
WHAT'S GOING ON IN
THE WORLD, OUR
MINDSET AND OUR
THINKING WILL BE
MAKE THE
DIFFERENCE.**



**AND THAT'S WHAT I
WANT TO TALK
ABOUT WITH YOU
TODAY.**



**SO WHO AM I TO BE SHARING MY
VIEWS ON THE YEAR AHEAD AND
WHAT IT IS WE NEED TO DO AS
SMALL BUSINESS OWNERS?**

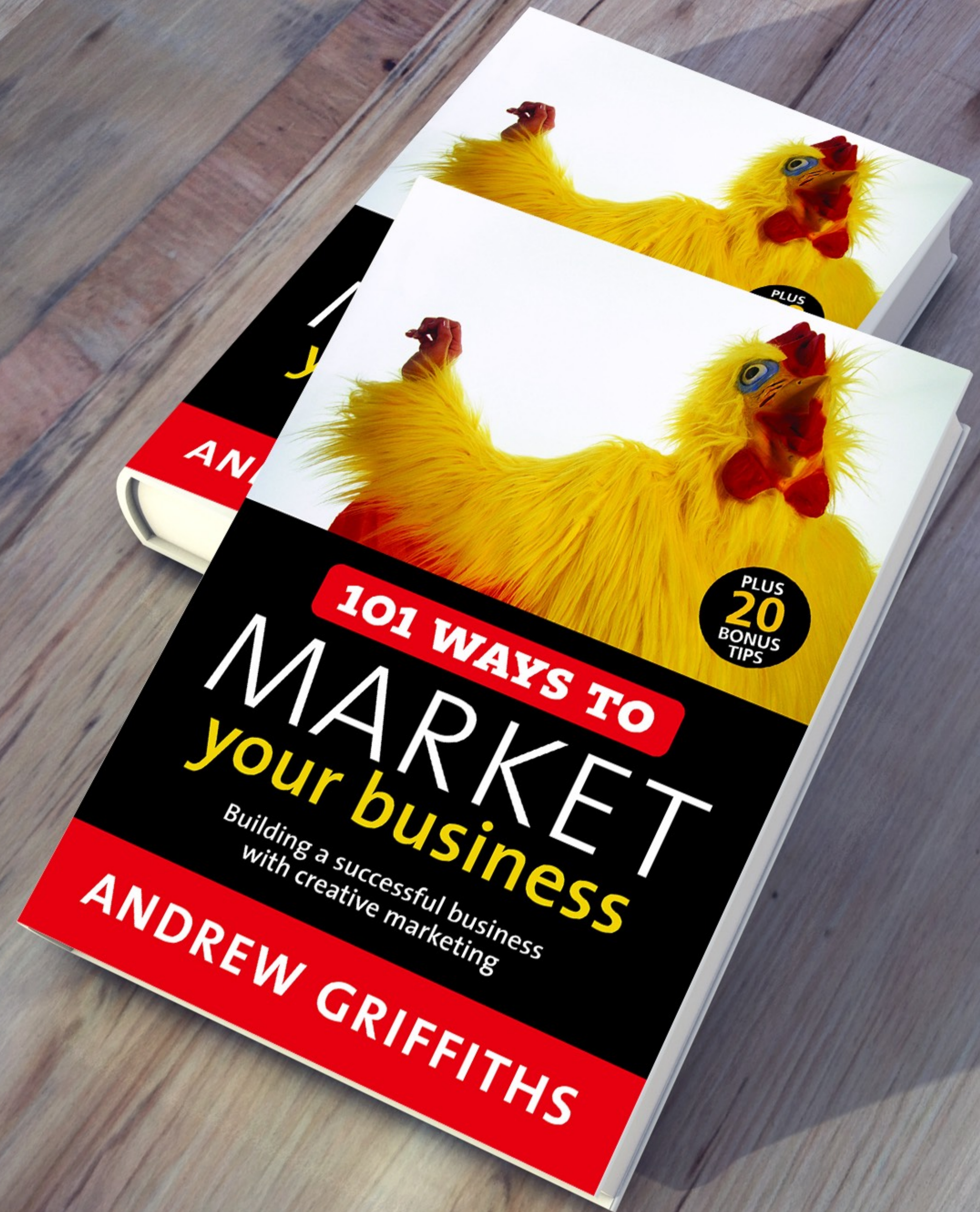
**TODAY I'M AN
ENTREPRENEURIAL
FUTURIST**

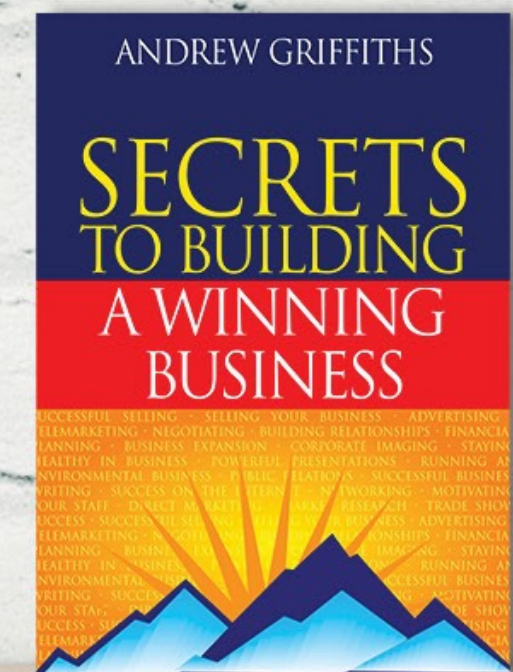
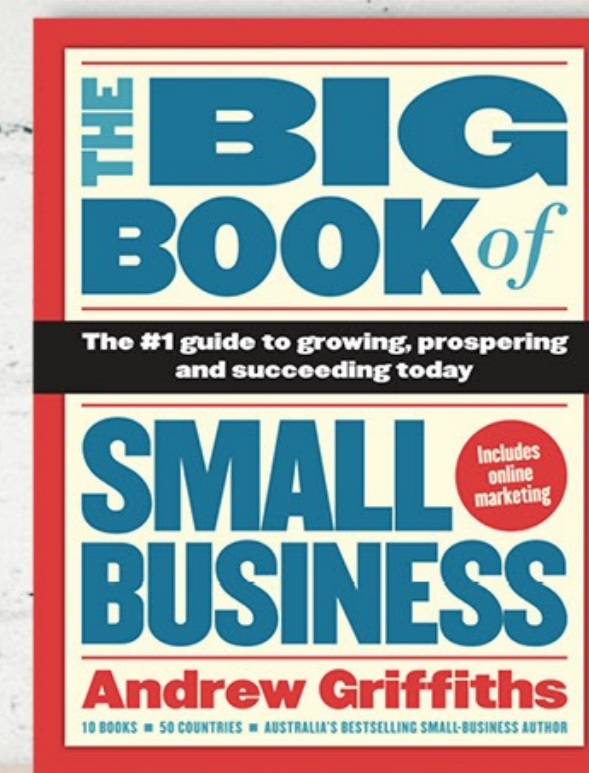
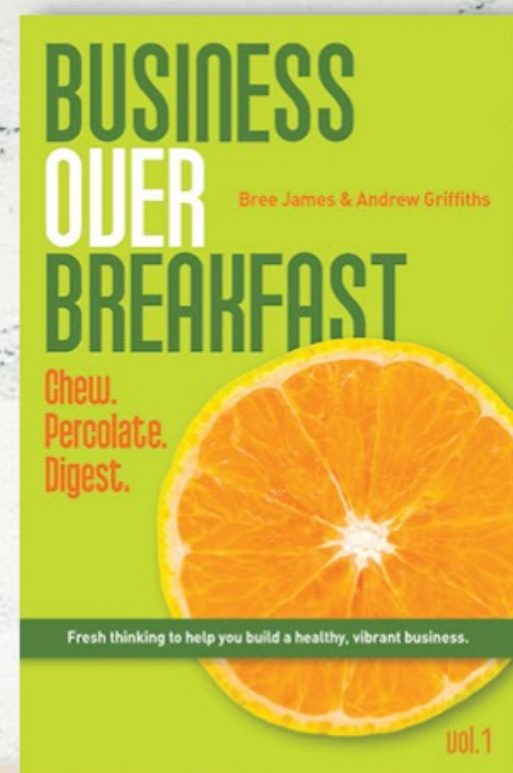
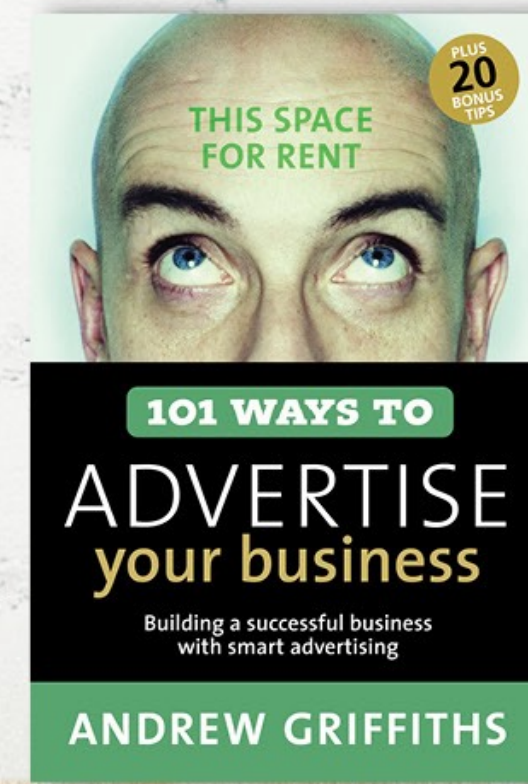
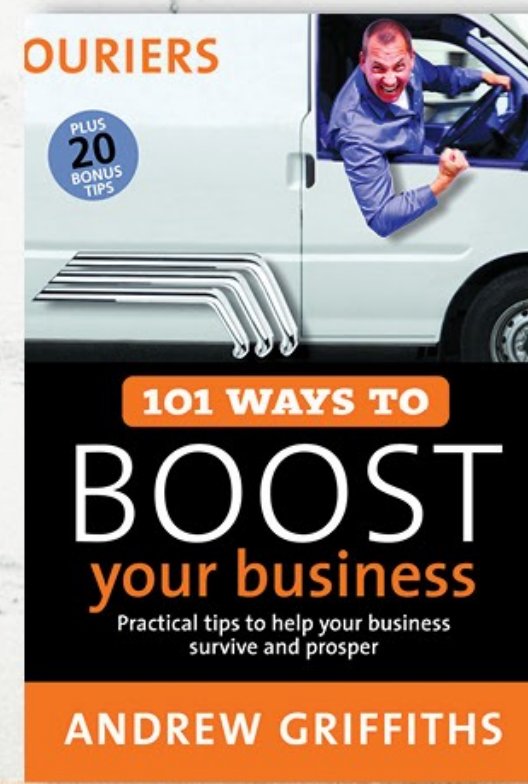
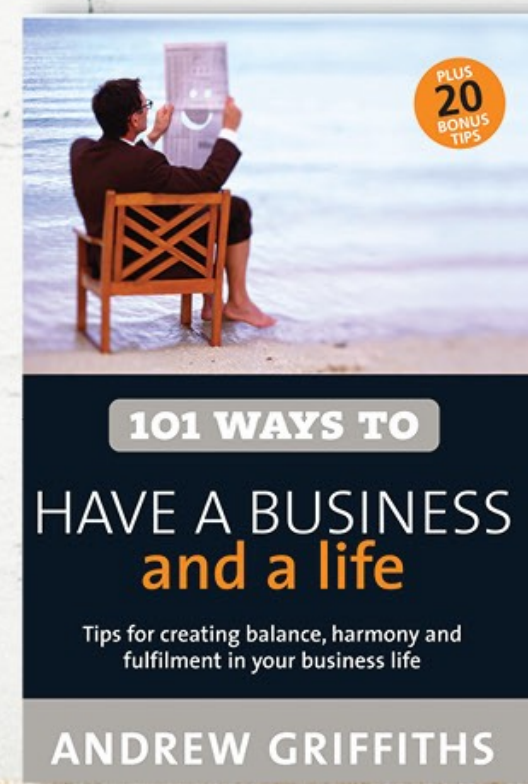
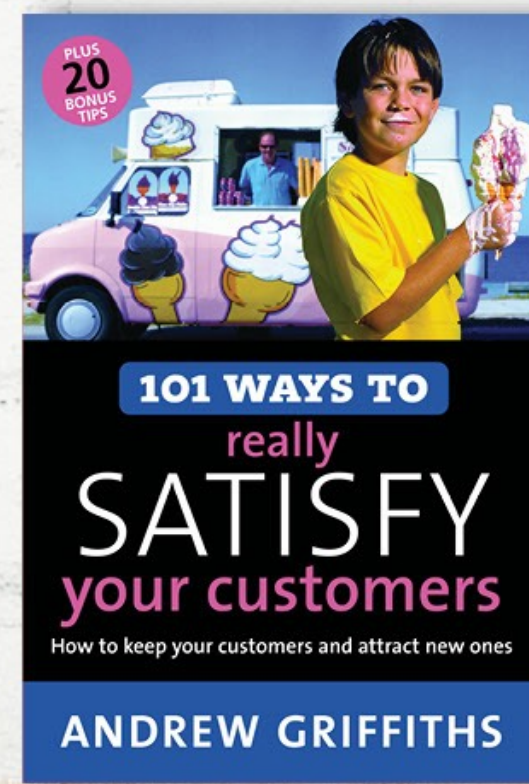
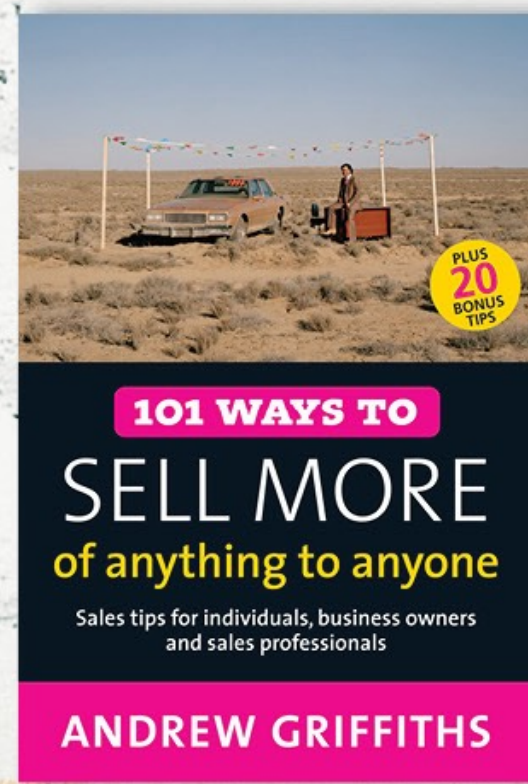
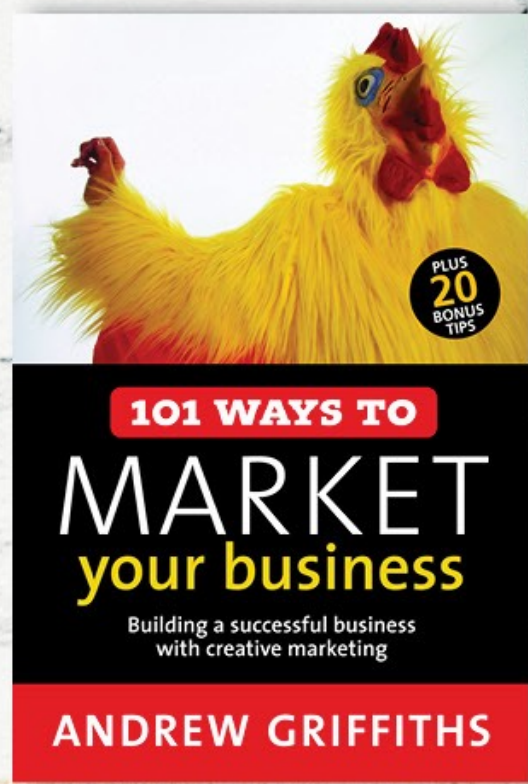


**40 YEARS AGO I BOUGHT
MY FIRST BUSINESS.**



I WROTE A BOOK.





14 BESTSELLING BOOKS SOLD IN OVER 65 COUNTRIES AND TRANSLATED INTO 20 LANGUAGES

**TRANSLATED INTO
OVER 20
LANGUAGES.**



**THIS IS BOOK #14.
I WROTE THIS BOOK
BECAUSE I OBSERVED
THAT UNDERCHARGING
WAS THE ROOT OF
MANY OTHER ISSUES.**



**I'M A PROFESSIONAL
SPEAKER. DELIVERED
1000 PRESENTATIONS
ABOUT HOW DO DO
BUSINESS BETTER IN
25 COUNTRIES.**



FROM IRAN TO JAPAN.



AND I WORK WITH A
VERY DIVERSE RANGE
OF CLIENTS AROUND
THE WORLD.



**AND I DO A LOT OF
WORK WITH MEDIA ALL
OVER THE PLANET.**



**I TALK ABOUT FUTURE
PROOFING, BUSINESS
SUCCESS AND A HOST
OF OTHER TOPICS.**



**SO CLEARLY I HAVE
ALL OF THE
ANSWERS...**



**A LONG HISTORY AND A LOT OF
EXPERIENCE IN DEALING WITH
“DOOZY” YEARS.**

ECONOMIC

POLITICAL

**NATURAL
DISASTER**

PANDEMICS

**AG CREATED
DOOZIES**

MANY OTHERS



2024 - IT'S GOING TO BE A DOOZY



**SO WHERE DO WE START?
WHAT DOES THIS 2024
DOOZY OF A YEAR LOOK
LIKE?**



**IT'S COMPLICATED. AND
THAT'S WHAT LEADS TO
UNCERTAINTY, RAPID
CHANGE, RELEVANCE
ISSUES AND MUCH MORE.**



★ **COST OF DOING BUSINESS**

★ **COST OF LIVING**

★ **ARTIFICIAL INTELLIGENCE**

★ **CYBER SECURITY**

★ **CLIMATE RELATED ISSUES**

★ **GLOBAL UNREST**

★ **ETC ETC**



**BUT DON'T GET ME WRONG.
I'M NOT ALL DOOM AND
GLOOM. IN FACT I LIKE
TOUGH TIMES, FOR A
RANGE OF REASONS.**



**SO WHERE DO WE START?
THOSE WHO KNOW ME
KNOW THAT I DON'T DO
ANYTHING WITHOUT A
FRAMEWORK...**



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



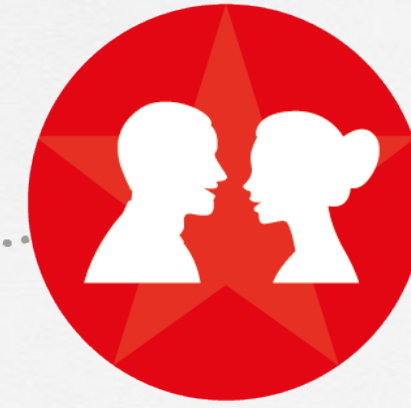
2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



6. BEWARE OF WARNING SIGNS



7. INVEST NOW



8. BUILD COMMUNITY



9. EMBRACE NEW

**BUT FIRST I THINK THERE ARE
3 IDEAS THAT I'D LIKE TO
SHARE.**



2024 - IT'S GOING TO BE A DOOZY.

1. THERE IS ALWAYS OPPORTUNITY



2024 - IT'S GOING TO BE A DOOZY.

1. THERE IS ALWAYS
OPPORTUNITY



2. TAKE ACTION NOW



2024 - IT'S GOING TO BE A DOOZY.

1. THERE IS ALWAYS
OPPORTUNITY



2. TAKE ACTION NOW



3. AFTER EVERY TOUGH
TIME...



2024 - IT'S GOING TO BE A DOOZY



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



**IN THE WORLD OF SOCIAL
MEDIA, EVERYONE HAS AN
OPINION. FACT AND FICTION GO
HAND IN HAND. BE CAREFUL
WHAT ADVICE YOU TAKE.**



**BE WARY OF “BLANKET
STATEMENTS” AND
ABSOLUTES. WHILST THERE
MAY BE TRUTH TO THEM, IT
DOESN'T MEAN THEY ARE
GOSPEL.**



“NO ONE IS BUYING”
“YOU HAVE TO DROP PRICES”
“AI IS THE ANSWER”
“AI IS THE ENEMY”



**AND THOSE THAT ARE
PREPARED TO ZIG WHEN
EVERYONE ELSE IS
ZAGGING TEND TO FIND
OPPORTUNITIES.**



**GREAT BUSINESSES ARE
BORN OUT OF TOUGH
TIMES. THE GFC CREATED
PLENTY. SO DID COVID.**



**BOTTOM LINE - COMPLICATED
TIME. ECONOMICALLY,
POLITICALLY,
TECHNOLOGICALLY.**



**BE ALERT BUT NOT ALARMED.
TALK TO YOUR CUSTOMERS TO
FIND OUT WHAT IS REALLY
GOING ON. DEAL WITH FACTS
NOT FICTION.**

2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



2. HOARD CASH

BIG ISSUE - CASH.



**IN TIMES LIKE THIS THE RULES
CHANGE. HOW MUCH YOU
THINK YOU HAVE AVAILABLE
MAY NOT BE WHAT YOU
ACTUALLY HAVE AVAILABLE.**



**STAY ACROSS YOUR CASH. BE
TOUGH ON CASH FLOW.
BE TOUGH ON RECEIVABLES.**



**A WHOLE OTHER ISSUE -
INCREASING PRICES. LET'S
TALK ABOUT THAT FOR A
SECOND.**



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



2. HOARD CASH



3. PROTECT YOUR MIND

**DARREN HARDY WORTH
\$100M.
HIS BEST ADVICE?**



**IT SEEMS THAT WE LIVE IN A WORLD WHERE YOU
HAVE TO TAKE SIDES ON EVERYTHING.**



YOU'RE EITHER RIGHT OR WRONG.



**WE ALL KNOW THAT YOUR FEED WILL FILL WITH
WHAT YOU FOCUS ON. SO BE REALLY CAREFUL WHAT
YOU FOCUS ON.**



**IT'S REALLY EASY TO GET OVERWHELMED. AND THIS CAN
HAVE A HUGE IMPACT ON YOUR BUSINESS.**



PROTECT YOUR MIND.



AND IDEALLY AVOID CONTRIBUTING TO THE MADNESS.



MY AIM - BE A VOICE OF CALM IN A SEA OF CRAZY.



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



**ONE OF THE BEST
STRATEGIES WE CAN
ALL ADOPT IN
UNCERTAIN TIMES IS
TO SUPPORT
OTHERS.**



**THIS MEANS
HELPING AND
SUPPORTING OUR
CUSTOMERS.**



**THIS MEANS
HELPING AND
SUPPORTING OUR
TEAM.**



**THIS MEANS
HELPING AND
SUPPORTING OTHER
BUSINESS OWNERS.**



**THIS MEANS
HELPING AND
SUPPORTING OUR
SUPPLIERS.**



**AND LOOK FOR WAYS
TO SUPPORT PEOPLE
IN YOUR
COMMUNITY. HOW?**

2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



**TO ME THIS IS
ABSOLUTELY
CRITICAL. WE HAVE
TO BE EVEN MORE
TIGHTLY
CONNECTED TO OUR
CUSTOMERS
DURING DOOZY
YEARS.**



**WE SAW THIS
DONE WELL
DURING COVID
AND WE SAW IT
DONE REALLY
BADLY.**



**WHAT DO I
MEAN BY
ENGAGE?**



**WHAT DO I
DON'T MEAN
BY ENGAGE?**



**DEVELOP YOUR
HEIGHTENED
ENGAGEMENT
PLAN FOR
2024 NOW.**

2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



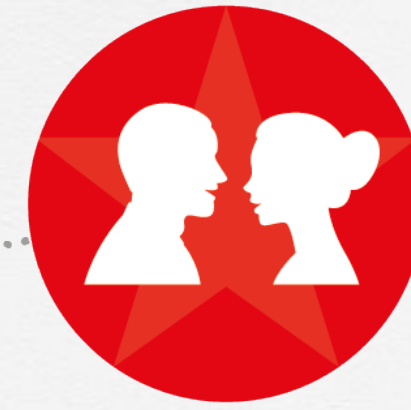
2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



6. BEWARE OF WARNING SIGNS

**BE AWARE OF
CHANGES, THESE ARE
WARNING SIGNS.**



**CHANGING CUSTOMER
BEHAVIOUR.**



**CHANGES IN
COMMUNICATION.**



SUPPLIER CHANGES.



**BE ALERT BUT NOT
ALARMED.**



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



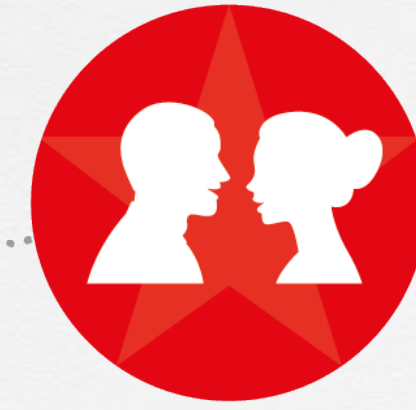
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3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



6. BEWARE OF WARNING SIGNS



7. INVEST NOW



**DOOZY YEARS ARE GREAT
YEARS TO INVEST IN YOUR
BUSINESS. BUT INVEST
WISELY.**



**INVEST IN BUILDING YOUR
BRAND.**



**INVEST IN BUILDING YOUR
CREDIBILITY.**



**INVEST IN BUILDING YOUR
CAPABILITY.**



**INVEST IN BUILDING YOUR
REVENUE OPPORTUNITIES.**



INVEST IN YOURSELF.

2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



6. BEWARE OF WARNING SIGNS



7. INVEST NOW



8. BUILD COMMUNITY

**NOW MORE THAN EVER WE NEED TO BE FOCUSED ON
BUILDING COMMUNITY.**



**THERE'S A MASS HOMENGISATION EVENT HAPPENING.
THIS IS GOING TO MAKE STANDING OUT FROM THE CROWD TOUGHER.
WE'RE ALL GOING TO NEED COMMUNITY MORE THAN EVER.**



**A DEEPLY ENGAGED COMMUNITY WILL BE YOUR
INSURANCE POLICY IN THE YEARS AHEAD.**



A GREAT BOOK TO READ.



**WE ALL NEED TO COMMIT TIME AND RESOURCES TO FIND
OUR COMMUNITY, ENGAGE WITH THEM, HELP THEM,
SUPPORT THEM AND DO BUSINESS WITH THEM,**



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



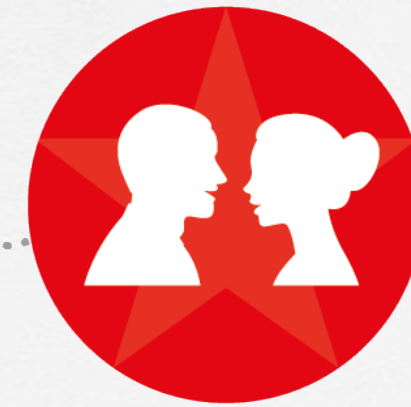
2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



6. BEWARE OF WARNING SIGNS



7. INVEST NOW



8. BUILD COMMUNITY



9. EMBRACE NEW

**DOOZY YEARS ARE PERFECT
FOR TRYING NEW THINGS IN
YOUR BUSINESS.**



**THIS CAN BE NEW PRODUCTS
AND SERVICES. NEW WAYS OF
DOING BUSINESS. NEW
SYSTEMS. NEW. NEW. NEW.**



**IN FACT I THINK IT'S THE BEST
TIME TO INTRODUCE NEW.**



**SHOW YOUR CUSTOMERS
THAT YOU'RE CONSTANTLY
ADAPTING AND EVOLVING TO
STAY RELEVANT. SO TELL
THEM EVERYTHING YOU'RE
DOING THAT'S NEW.**



**MAKE 2024 THE YEAR OF NEW
AND YOU'LL BENEFIT FROM
THAT IN THE YEARS TO COME.**



**AND LET'S CHAT ABOUT AI FOR
A SECOND..**



MY PREMONITION ABOUT AI?

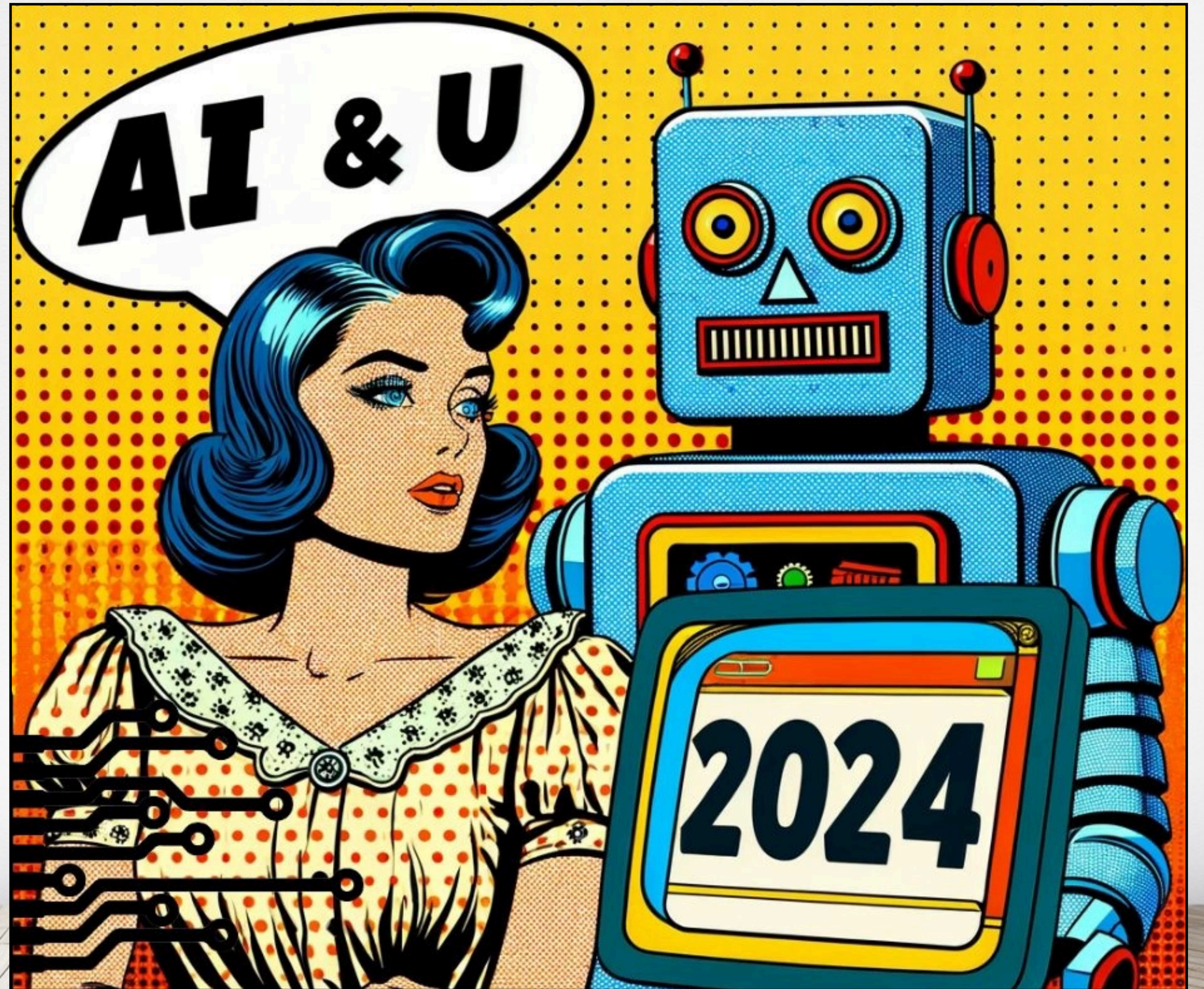


**“AI IS COMING - IT WILL BE
GOOD”.**



UNLOCKING AI'S POTENTIAL FOR SMALL BUSINESSES IN 2024

WEBINAR WITH TRACY SHEEN
10AM QLD 11AM SYD/MEL Thursday 7th December



2024 - IT'S GOING TO BE A DOOZY



1. FACT OR FICTION



2. HOARD CASH



3. PROTECT YOUR MIND



4. SUPPORT OTHERS



5. ENGAGE YOUR CUSTOMERS



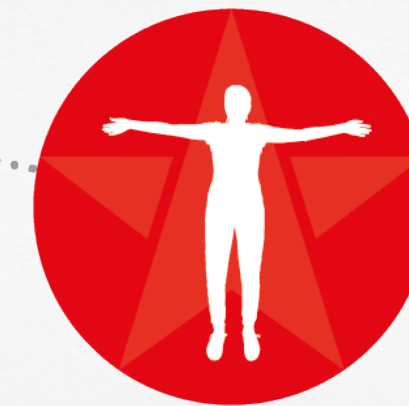
6. BEWARE OF WARNING SIGNS



7. INVEST NOW



8. BUILD COMMUNITY



9. EMBRACE NEW

WE MADE IT



WHAT NEXT?



STEP 1 - THINK LONG AND HARD ABOUT WHAT WE'VE SPOKEN ABOUT TODAY.



**STEP 2 - BE PROACTIVE ABOUT THE YEAR AHEAD.
LOOK FOR THE OPPORTUNITIES.**



**STEP 3 - DEVELOP YOUR 2024 PLAN NOW.
DON'T WAIT TILL JUNE 2024.**




STEP 4 - ADAPT, EVOLVE AND STAY RELEVANT.



STEP 5 - COME OUT THE OTHER SIDE STRONGER.



A satellite view of Earth from space, showing the curvature of the planet and a bright sun reflecting off the surface. The image is dominated by deep blues and greys, with a bright yellow and orange glow where the sun hits the Earth's surface, creating a lens flare effect. The text is overlaid on the right side of the image.

**REGARDLESS OF
WHAT'S GOING ON IN
THE WORLD, OUR
MINDSET AND OUR
THINKING WILL BE
MAKE THE
DIFFERENCE.**



**CHOOSE YOURS
WISELY.**

THANK YOU



**"I WORK WITH PEOPLE OF SUBSTANCE
TO BUILD BUSINESSES OF SUBSTANCE"**

ANDREW GRIFFITHS, THE ENTREPRENEURIAL FUTURIST

