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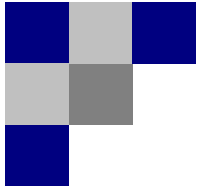
# Heroes of the Next Business Cycle

David Levy

Principal - Consult Levy

**NEMEON**  
PROSPER

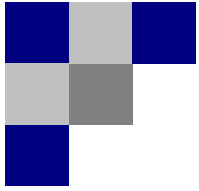




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# Heroes

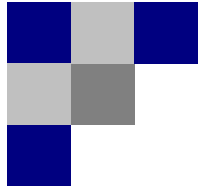
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**Study** while others are sleeping  
**Decide** while others are delaying  
**Prepare** while others are daydreaming  
**Begin** while others are procrastinating  
**Work** while others are wishing  
**Save** while others are wasting  
**Listen** while others are talking  
**Smile** while others are frowning  
**Persist** while others are quitting

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PROSPER

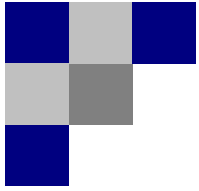


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# Brand your Business



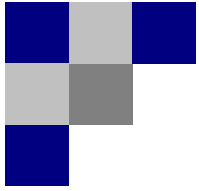


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# Refresh VS Rebrand





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## Refresh

VS

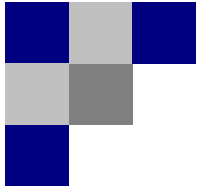
## Rebrand

### Appearance

Subtle changes, honors the existing form of the identity

Major changes made, little resemblance to the old identity

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**Refresh**

VS

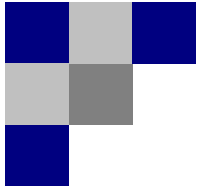
**Rebrand**

**Values**

Story, values, etc.  
remain unchanged

All foundational aspects  
of identity are reimagined

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## Refresh

VS

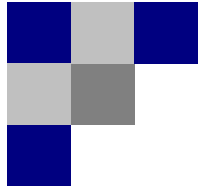
## Rebrand

### Cause

Identity feels outdated,  
desire to modernize  
the existing assets

Change of direction or  
values, or any other  
major company shift

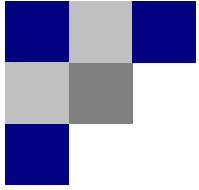
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# Personal Branding

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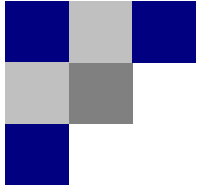


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**Research shows that most people use no more than 30%<sup>\*</sup> of the functionality of their IT systems.**

\*Gartner Research

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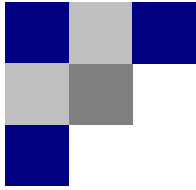


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# How to get your return on your IT investment

Profiting from Technology Trends

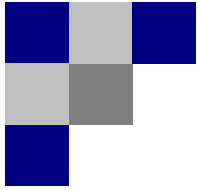
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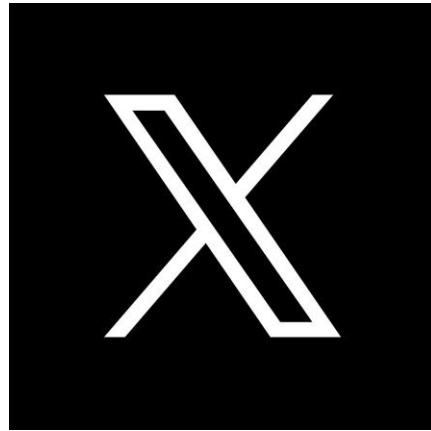
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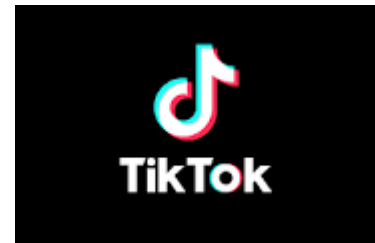
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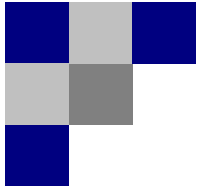
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*Instagram*



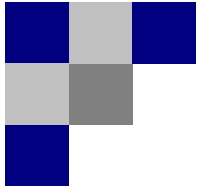
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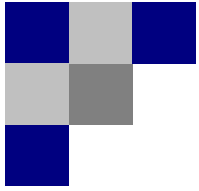


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Allow Technology to work for you

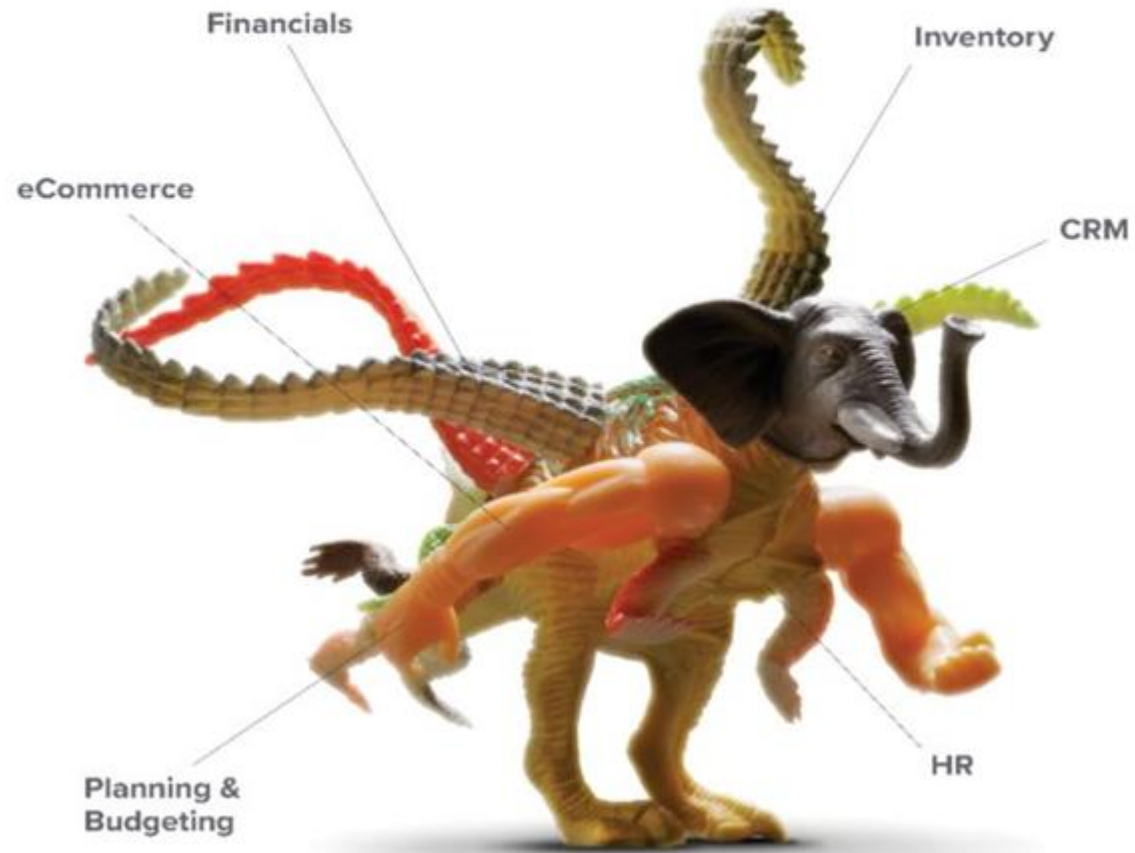
**It should be a Strategic  
Advantage,  
not a Necessary Evil!**

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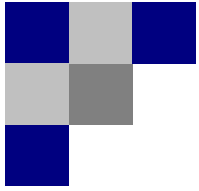


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**IF YOU'RE RUNNING 6 SEPARATE SYSTEMS,  
IT'S GOING TO GET COMPLICATED.**



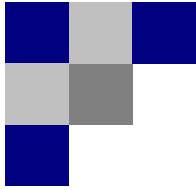
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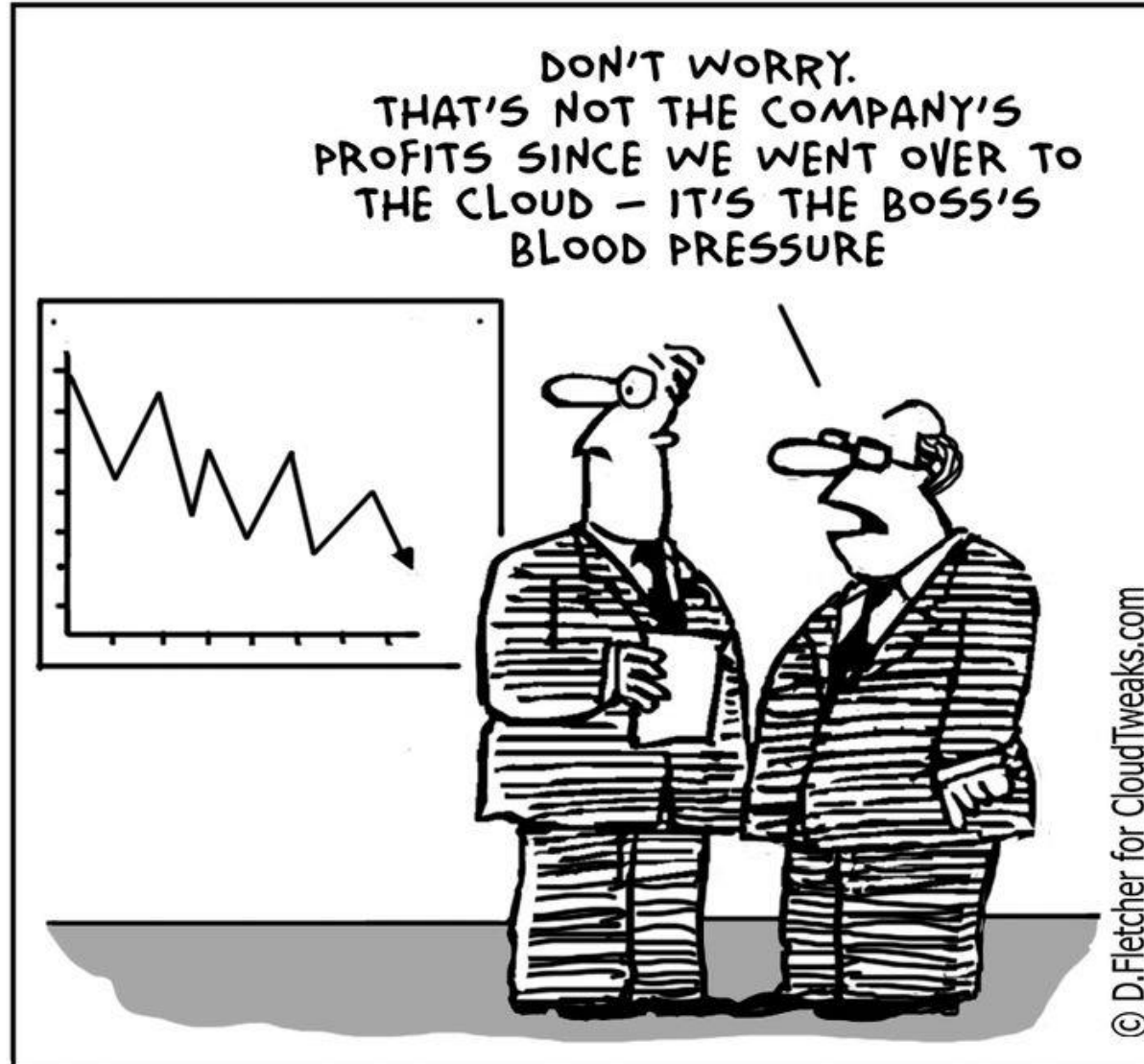
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## **What is your budget for people to learn?**

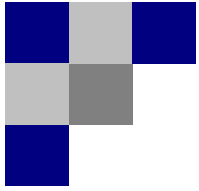
- **How are we learning?**
- **From whom are we learning?**
- **How are we training?**
- **Train-the-trainer**
- **What do we do when we have a change in staff?**



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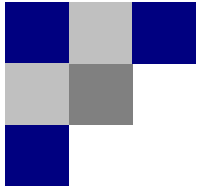


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**Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.**

Benjamin Franklin

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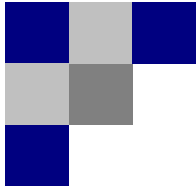


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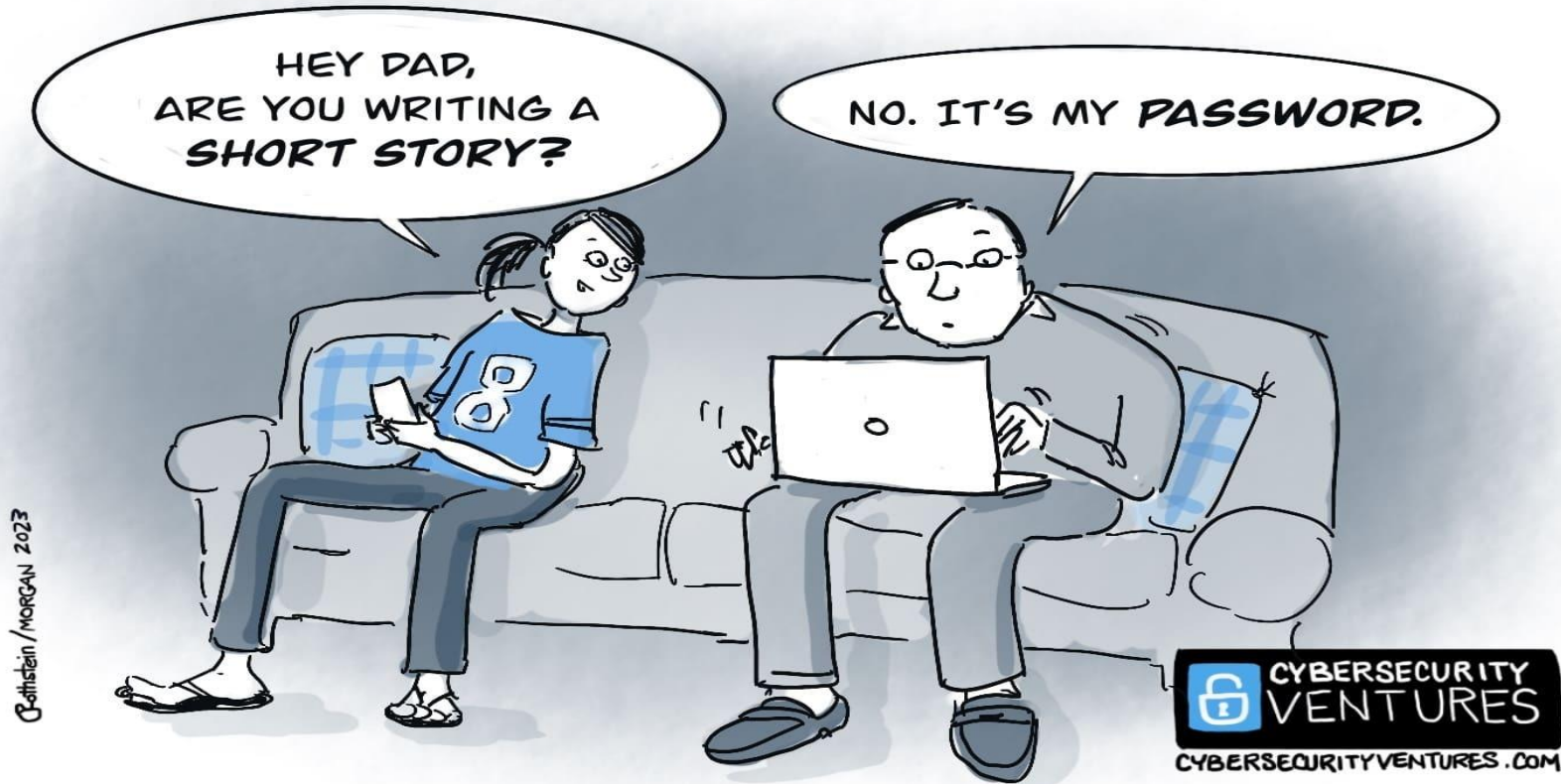
*When most people think about Internet security problems, they focus on viruses and spyware — technological attacks that can usually be mitigated by technological defenses. But **the most insidious Internet security problems today rely on human gullibility**, not tricky software. While technological defenses can help you fend off these newer types of attacks, your **best weapons against them are common sense, alertness, and careful email and Web-surfing practices.***

Wall Street Journal

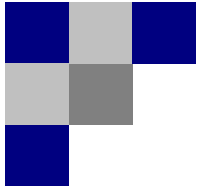
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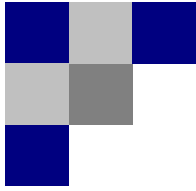


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## **What is your message on security?**

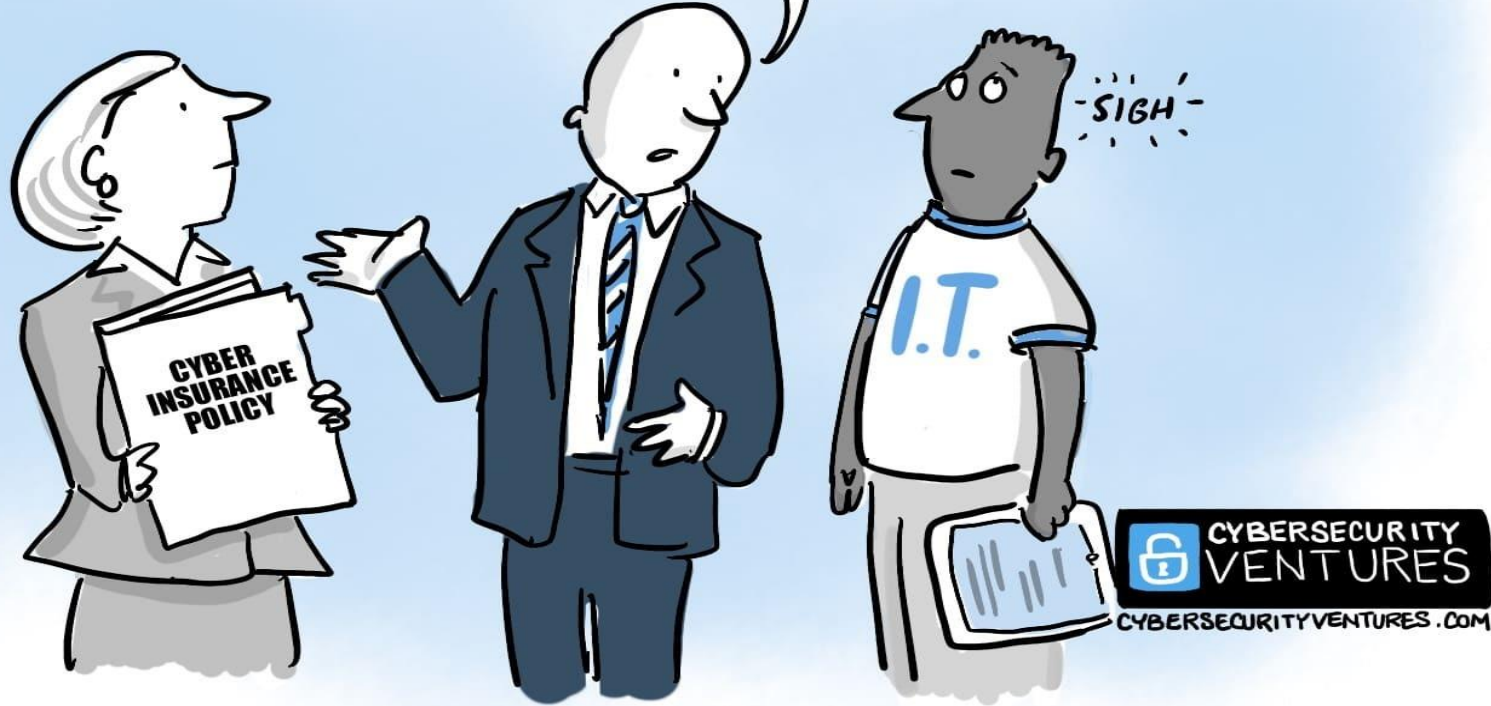
- Passwords
- Cell phones, with contacts
- Laptops, with contacts
- Physical access to servers
- Responsibility for physical items (laptops, cell phones)

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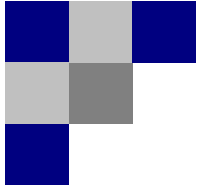
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WE NEED *INSURANCE* FOR SOMETHING WE CAN'T *SEE* OR *TOUCH*?



Bathstein/MORGAN 2023

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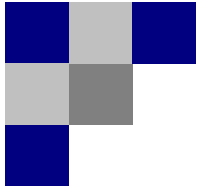


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# AI

# Artificial Intelligence

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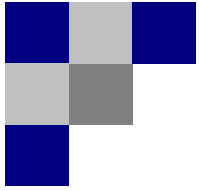


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Artificial Intelligence (AI) refers to the **development of computer systems that can perform tasks that typically require human intelligence**. These tasks include learning, reasoning, problem-solving, understanding natural language, speech recognition, and visual perception. **AI systems can be designed to mimic cognitive functions**, allowing machines to analyze data, make decisions, and improve their performance over time without explicit programming.

ChatGPT

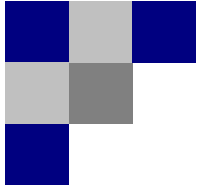
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**I'd like to give an  
overview of what AI is,  
but present it as an  
alternative to my draft**

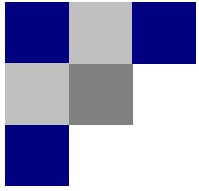
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**I aim to offer an introduction to the concept of artificial intelligence, framing it as an alternative perspective to the content in my initial draft.**

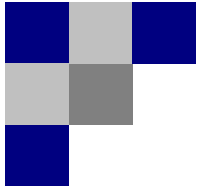
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**We are fortunate to be  
meeting in Florida while  
others are freezing in other  
parts of the country**

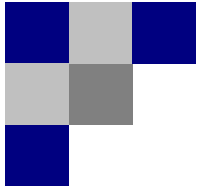
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**We are lucky to gather in Florida while individuals in other regions are experiencing freezing temperatures.**

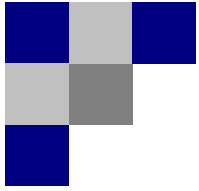
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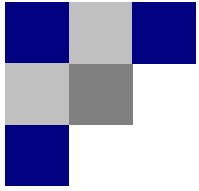
# ChatGPT can Summarize Lengthy Content

- **Extracting YouTube Transcripts:**
  - Select a video on YouTube.
  - Open the video description.
  - Click on "Show transcript".
  - Disable timestamps with the 3-dot menu.
  - Copy the text and paste it into a Word document.



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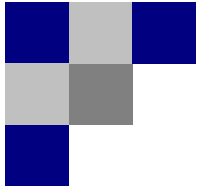
- **Don't share sensitive business information with public programs**
- **Do be picky about which AI program you use**
- **Don't fully trust AI results to be accurate**
- **Don't use AI-generated content without disclosure**
- **Do be wary of copyright infringement**



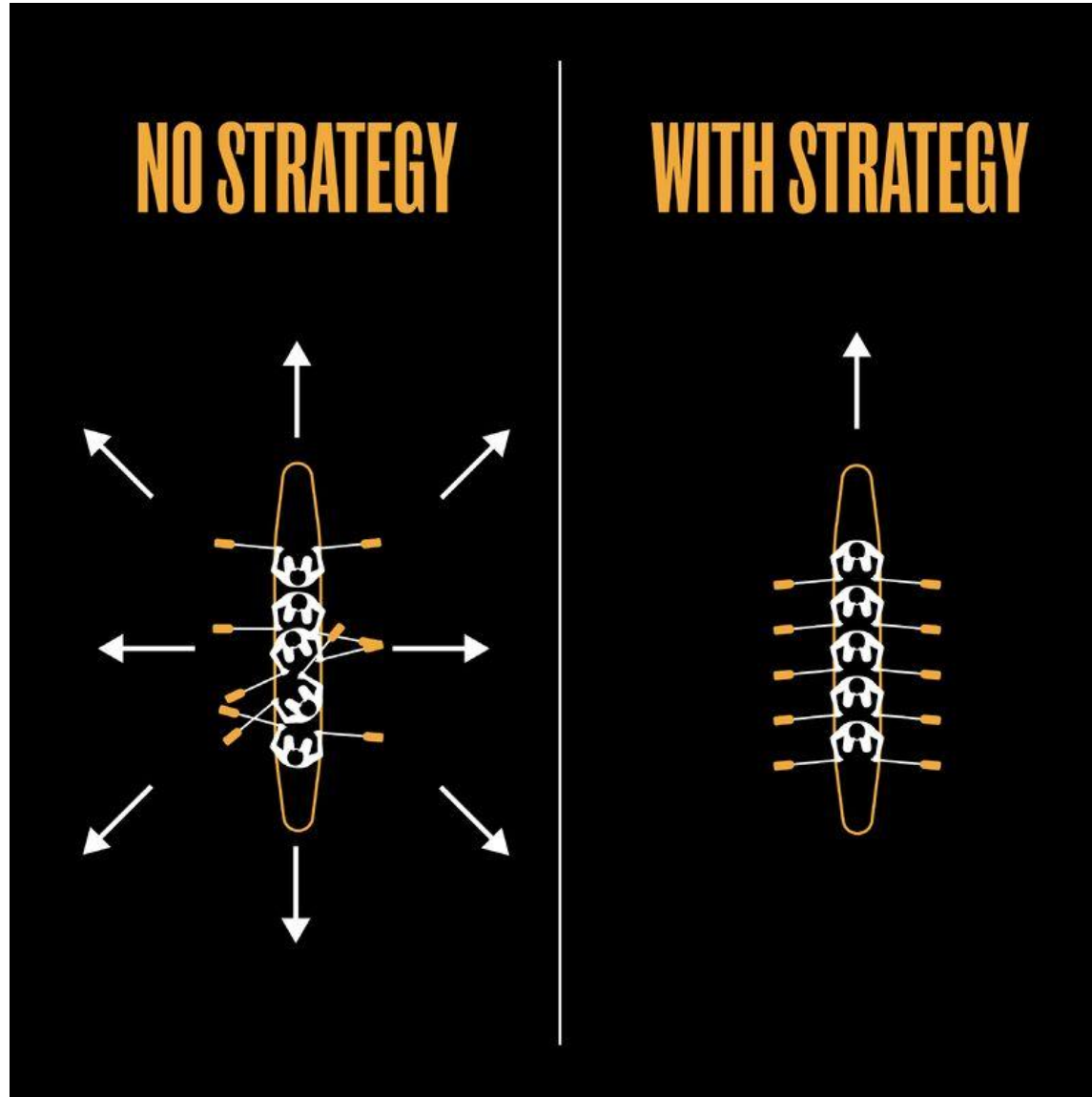
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**People are our most  
valuable assets –  
do we mean it?**

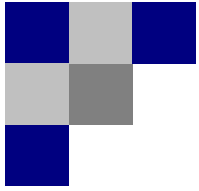
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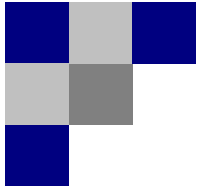


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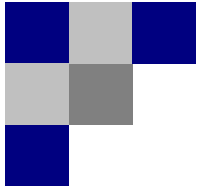


## Hidden Reasons for Poor Performance

- They don't know **what** to do
- They don't know **how** to do it
- They don't know **why** they should do it
- They think **their way** is better
- They think **something else** is more important
- They think they **are doing it**
- They are rewarded for **not doing** it



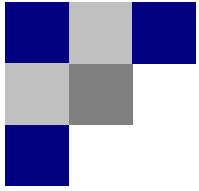
- They don't know what to do
  - Job descriptions and procedures
- They don't know how to do it
  - Improve training and manuals
- They don't know why they should do it
  - Explain how they fit in



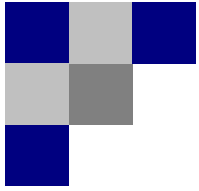
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- They think **their way** is better
  - Get input from everyone – working smarter
- They think **something else** is more important
  - Help organize prioritization

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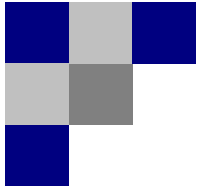
- They think they **are doing it**
  - Give positive feedback when they are achieving
- They are rewarded for **not doing it**
  - Monitor difficult tasks more closely and assign tasks as you need them to be done



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How much do your people know you care?

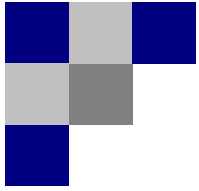
- Create an atmosphere where they know who to go to
- Create an environment where they know that good suggestions will be accepted
- Create a system where suggestions that result in improvement will be rewarded (with something that they value)



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# Employee engagement and retention including remote work schedules

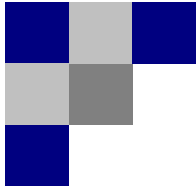
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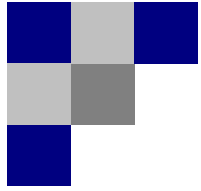


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**NOPE... IT CAN'T BE DONE ONLINE...  
YOU ACTUALLY HAVE TO TAKE THE RAKE OUTSIDE**

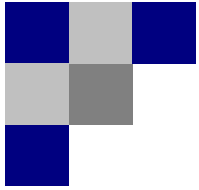
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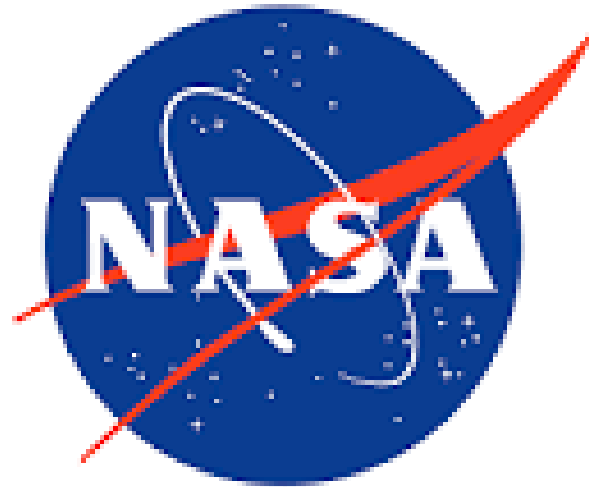
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# Succession and estate planning

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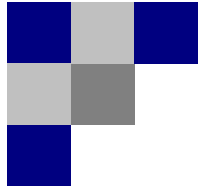


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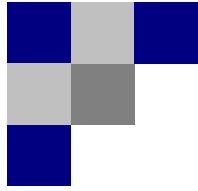




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# Your What and Why

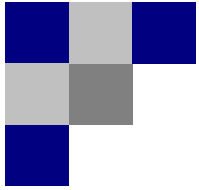
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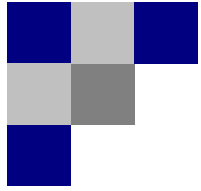
# Banking Relationships

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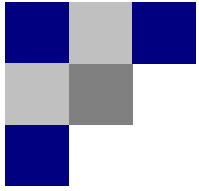
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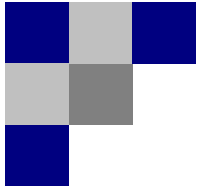
# Interest Rates



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# Managing Gross Profit Margins and Expenses

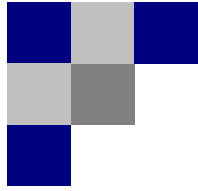
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The most important alternate income streams will be things that play to your natural strengths and are diversified, so one income stream can make up for another underperforming one.

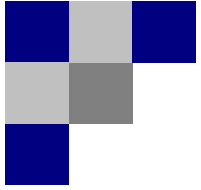
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# Managing Gross Profit Margins and Expenses

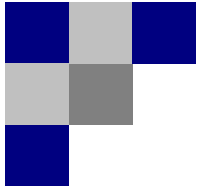
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**When you change your life  
and come out of your  
cocoon, you are no longer a  
caterpillar, you are a  
butterfly.**

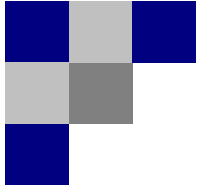
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# Leadership

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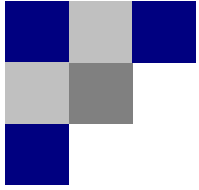


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**Leaders become great, not  
because of their power, but  
because of their ability to  
empower others.**

**John Maxwell**

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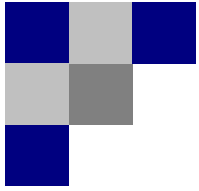


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People join because of  
**Great Vision**

People leave because of  
**Poor Leadership**

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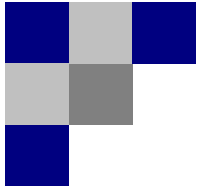


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# Warren Buffett's 10 Leadership Lessons

- Love what you do
- Learn how to communicate effectively
- Choose your business associates wisely
- Don't micromanage
- Plan for the future

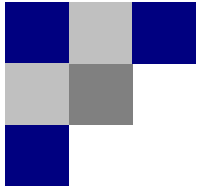
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# Warren Buffett's 10 Leadership Lessons

- Transparency is highly appreciated
- Patience is a virtue
- Manage your time wisely
- Be prepared to take risks and learn from mistakes
- Treat everyone equally

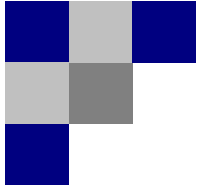


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## Think like a farmer

- Don't shout at the crops
- Don't blame the crop for not growing fast enough
- Don't uproot crops before they've had a chance to grow
- Choose the best plants for the soil

**NEMEON**  
PROSPER

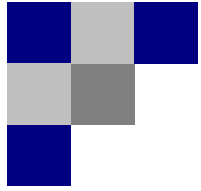


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## Think like a farmer

- Irrigate and fertilize
- Remove weeds
- Remember you will have good seasons and bad seasons – you cannot control the weather, only be prepared for it.

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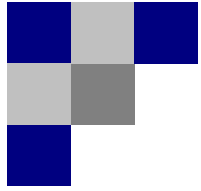


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# Heroes of the Next Business Cycle

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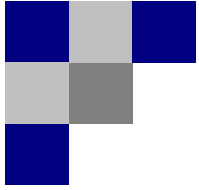
**Heroic**



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# Heroes

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