



# BUSINESS THINKING FOR GREATER BUSINESS SUCCESS

KEYNOTE

Many people, including highly educated, wealthy and smart people fail in business as entrepreneurs, business owners and employees. Even some previously successful business people fail in subsequent attempts. Most people listen to the recycled advice of 'experts' and focus only on external factors like capital, technology and talent.



**A common reason people fail in business roles is the lack of business thinking.** It is not being always money-minded but rather being value-minded— giving and receiving value. Business thinkers look at interactions as an exchange of value. Have you noticed that, beyond job descriptions and titles, some people are considered more valuable to the business than others, and, some people make more money than others for the same work? Have you wondered why? That distinction is what makes some people better employees, executives, entrepreneurs, business owners or and leaders.

This talk presents findings from a survey of 320 business people, including 75 multi-millionaires, conducted by the Business Thinking Institute, showing that business thinkers are more successful than the others.

## ***You/Your Business + Business Thinking = Greater Success***

Successful people are good business thinkers and successful businesses have an abundance of business thinkers. You too can develop business thinking, become a better entrepreneur, employee, executive or business person. You will become more valuable, attract more interesting work and get more compensation. Companies can achieve greater success by fostering a business thinking culture.

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