



BECOME MORE **SUCCESSFUL** AS A **TECHIE** AT WORK AND IN LIFE

KEYNOTE

If you are a techie, you have a unique combination of skills developed with technical education and experience. Those are great attributes to be a successful techie. However, when you seek senior roles in a company or want to go into business for yourself, your techie mindset can both help and hinder you. Additionally, you need to embrace the business thinking.

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. They generally find more interesting work, receive bigger compensation and promotions.

We will discuss the techie mindset and business thinking. We will talk about the typical strengths, weaknesses and gaps of techies in business settings. We will explore the 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.

Techie Mindset + Business Thinking = Greater Success

You can embrace and develop your business thinking, leverage your techie strengths, compensate for your weaknesses and bridge your gaps in business settings to achieve greater success in business, whether you are an entrepreneur, business owner or a business employee.

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