Keynote 1

**HOW TO BECOME A PROFIT GENERATOR**

Leaders who are too complacent often find themselves replaced by those who are more daring. Playing it safe won't get you very far in today's competitive business landscape. In fact, if you're like most people, you're probably stuck in a job, career or a business that you hate. The reason is because you're too afraid to make a change or in other terms: complacent.

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It's tough to be creative and productive when you're stuck in a rut. You feel like you're not making any progress, and your competition is pulling ahead. Complacency is the silent killer of many successful business and can have disastrous outcomes.

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Dr Hassan Younes is an expert on the subject of complacent leadership. He has written hundreds of articles on the subject and his #1 Best-Selling book (Why Complacency Kills) is a testimony to his expertise.

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In his keynote, Dr Hassan Younes, will share the latest research on motivation, productivity, and leadership. You will learn how to create a winning mindset and set goals that challenge you to be your best.​ By utilising his STEER strategy, businesses will achieve continuous profitability.

Keynote 2

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### HOW TO CREATE PROFITABLE ROADMAPS

Bad business ideas can be really destructive, and it's hard to know when you're actually onto something with an idea.

How do you know if your business idea is any good? How do you avoid wasting time on a bad idea?

Most people never turn their great ideas into successful businesses because they don't know how to create a roadmap from their idea to profitability. Other people think that if they have a good idea, it will be successful. But this isn't always the case. Without a roadmap to profitability, your great idea might not make it off the ground.

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Dr Hassan Younes, in this keynote, will open up your mind on how to create feasible business ideas and pursue them to its successful fruition. He will show you how to create profitable roadmaps that help you achieve your business and lifestyle goals. In this keynote, you'll learn how to identify viable business ideas and pursue them to their successful fruition.

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Dr Hassan Younes will show you how to STEER your future with an unlimited IDEA.