

Troy Hazard Keynote: Going Global

'The street fighters survival guide to the global economy'

It's a question that is on everyone's mind. How am I going to compete in a global economy? Should I be focusing on defending my ground against global predators, or attacking them on their turf?

For many, the thought of **competing in a global economy** is nothing more than a nervous distraction. Do you simply circle the wagons, or face the challenge of time zones, long flights, and language misinterpretations. Or should you be doing both?

Troy Hazard has lived some of those frustrations. And from that has developed some simple street fighting steps to take your business to the suburbs and cities of another country, all the while keeping a watchful eye on your backyard. Through his 20 years as a business consultant and business owner of eleven companies Troy has worked and consulted in 16 countries, and spoken on international business in 23 countries around the world. Add to that he is a past global president for the **Entrepreneurs' Organization** and you have a wealth of knowledge that will cut days and months off your strategic development on how to compete in a global economy.

In this presentation, Troy will offer up answers to some of the questions that are on your mind and give you a roadmap on how you can approach a strategy to **go global**.

Troy's presentation delivers street fighting solutions to:

- How to identify the 5 key reasons **why people do business with you**
- How to develop the 6 **relationships that drive revenue** in your business
- How to use the **new voice of word of mouth**
- How to talk **TO your customers** not AT them
- How to make your relationships **emotive, distinctive, and collaborative**
- How to **make actions speak** as loud as words