

F A M I L Y B U S I N E S S A U S T R A L I A

Australia's
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BUSINESS**
16TH NATIONAL CONFERENCE

Honour the past. Embrace the future.

**21-23
AUGUST 2014**
**CONVENTION CENTRE,
ADELAIDE, SOUTH AUSTRALIA**

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Key takeaways

- Aim for success - not perfection
- Fly it and build it
- Accept failure is a reality – but fail fast
- No need to be tech savvy – just understand what **Jobs to be Done**
- Work with the **right** IT partner or service provider
- Technology is a journey **not** a destination – you need to keep investing
- Embrace technology
- Understand before being understood - **ask better questions about your business**