

KISS: Keep It Simple (& Smart)

The power of simplicity in business and daily life

INSPIRATIONAL SPEECH FOR LARGE AUDIENCES BY SZYMON KUDŁA

While most of us yearn for a meaningful and simple life, we easily get distracted and make things even more complicated. The complex business environment overwhelms teams and evokes the permanent feeling of chaos. Embrace the energetic and simple value of simplicity (no pun intended), which has become one of the major values in the twenty-first century. How can we embrace an overly complicated reality? How to focus on things which really matter? How to reduce or even get rid of things which are redundant? How to simplify communication and collaboration? Look at simplicity as the ultimate form of sophistication, yet remember that simplicity and complexity complement each other.

Perfect for: Organizations and teams overloaded with impulses, projects and priorities.

- **SIMPLE ORGANIZATION:** Follow Ockham's razor principle wherever you can.
- **SIMPLE PROJECT:** If you put multiple threads into one initiative, you will not simplify anything.
- **SIMPLE INNOVATION:** Why is a wheeled suitcase better than a robotic lunar rover?
- **SIMPLE PLAN:** Build a crystal-clear compass for the months to come – and stick to it.
- **SIMPLE IMPLEMENTATION:** Less is more, so find just one good lever to start with.
- **SIMPLE OFFER:** When are customers willing to pay more for clarity and simplicity?
- **SIMPLE WORDS:** How to simplify communication inside and outside the organization?
- **SIMPLE ALGORITHMS:** Make the most important things easy to grasp and remember.
- **SIMPLE LIVING IS A GOOD LIVING:** Get rid of useless stuff from your wardrobe and your life.
- **TOLERANCE TO COMPLEXITY:** Some things should not be – or cannot be simplified.



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