

Hello

**@Ajaz\_Ahmed**

**Chief Provocateur**

**NO NONSENSE | NO JARGON | TO THE POINT**

# A PROVOCATEUR

is a person who deliberately  
behaves controversially in order  
to provoke debate or other  
strong reactions.

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# BY THE END

- \* Think in a different way
- \* Ask obvious questions
- \* Simplify everything

**#format**

# **MY STORY**

# #RetireWithAClock

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no nonsense  
**THINKING**



**#Eureka**

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no nonsense  
**THINKING**

**#GarlicBread**

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no nonsense  
**THINKING**

# #BottledWater

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no nonsense  
**THINKING**

# #ConfirmationBias

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no nonsense  
**THINKING**

#NoOneCaresAboutYou

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no nonsense  
**THINKING**

#Naive

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no nonsense  
**THINKING**

#DoTheObvious

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no nonsense  
**THINKING**

**WHAT'S IT  
ALL ABOUT?**



# #Observation

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no nonsense  
**THINKING**

#Empathy

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no nonsense  
**THINKING**

**#SeeltToBelivelt**

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no nonsense  
**THINKING**

**#Pivot**

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no nonsense  
**THINKING**

**#DontWalkAroundBlind**

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no nonsense  
**THINKING**

# **ESSENTIAL LESSONS**

# #UglyBabySyndrome

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no nonsense  
**THINKING**

# #DontListenTo Customers

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no nonsense  
**THINKING**



**#WeBuyBenefits**

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no nonsense  
**THINKING**

# #LearnRetail

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no nonsense  
**THINKING**

**#NickIdeas**

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no nonsense  
**THINKING**

# #StoryTelling

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no nonsense  
**THINKING**

# #Copywriting

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no nonsense  
**THINKING**

#SimpleIsHard

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no nonsense  
**THINKING**

#Brand

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no nonsense  
**THINKING**

#WhatWhyHow

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no nonsense  
**THINKING**



# #ExpertsAreFullOf Rubbish

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no nonsense  
**THINKING**

# #SecondsToMakeimpact

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no nonsense  
**THINKING**

# #SnapJudgments

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no nonsense  
**THINKING**

#DontSayGoodbye

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no nonsense  
**THINKING**

# #AskForTheSale

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no nonsense  
**THINKING**

# #DontIgnoreDisruptors

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no nonsense  
**THINKING**

# #WhoYouKnow

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no nonsense  
**THINKING**

**#SwimmingNaked**

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no nonsense  
**THINKING**



#StatusQuo

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no nonsense  
**THINKING**

**#LifesNotFair**

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no nonsense  
**THINKING**

CTC

#PR

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no nonsense  
**THINKING**

# #TallDecafCappuccino

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no nonsense  
**THINKING**

# #ListenToTheVoice InYourHead

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no nonsense  
**THINKING**

#GoingOut&Holiday

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no nonsense  
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# #SomeDayls TODAY

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no nonsense  
**THINKING**

CTC

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no nonsense  
**THINKING**