



**CUT**<sup>TM</sup>  
THE  
**CR\*P**

**@Ajaz\_Ahmed**

**Chief Provocateur**

**NO NONSENSE NO JARGON TO THE POINT**

# PROVOCATEUR

**It's a person who deliberately behaves controversially in order to provoke debate or other strong reactions.**

**#format**

**MY STORY**

@Ajaz\_Ahmed  
#cutthecr\*p



**#RetireWithAClock**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#Eureka**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #GarlicBread

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



#IceQubes

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #ConfirmationBias

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#UglyBabySyndrome**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#Naive**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #DoTheObvious

no nonsense  
**THINKING**

**What's it all about?**

**What are the  
essential lessons?**

@Ajaz\_Ahmed  
#cutthecr\*p



**#NoOneCaresAboutYou**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#LifesNotFair**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #Entrepreneur vs Businessman

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #Observation

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #Empathy

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#SeeltToBelieveIt**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#Pivot** (Change)

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#Money**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#DontWalkAroundBlind**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#BiggestAsset**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #DontListenTo Customers

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #LearnRetail

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #LearnPsychology

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #NickIdeas

no nonsense  
**THINKING**



**sosavvy**<sup>TM</sup>  
co.uk



@Ajaz\_Ahmed  
#cutthecr\*p



# #StoryTelling

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #Design #Fonts

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #Copywriting

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#SimpleIsHard**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #WhatWhyHow

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#SecondsToMakeimpact**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



Typography Fans Say Ikea  
Should Stick to Furniture

Futura

Typography Fans Say Ikea  
Should Stick to Furniture

Verdana

no nonsense  
**THINKING**

# Welcome, it's great to see you

We'd love to see you online too.  
Visit [IKEA.co.uk](https://www.IKEA.co.uk)





@Ajaz\_Ahmed  
#cutthecr\*p



**#DontSayGoodbye**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#SayYesToTheDress**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #DontIgnoreDisruptors

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #WhoYouKnow

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#PR**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#LittleVoice**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



# #FollowYourGut

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**#DontDreamIt**

no nonsense  
**THINKING**

@Ajaz\_Ahmed  
#cutthecr\*p



**Now make it happen**

**[sosavvy.co.uk/press](https://sosavvy.co.uk/press)**

**[sosavvy.co.uk/download](https://sosavvy.co.uk/download)**

no nonsense  
**THINKING**