

# WHAT

**Nicky Smith - SIMPLIFY**

**I am one of the people that makes everyone's life easier. I break down things to their essence, which allows others to understand better and see things from my perspective. I am constantly simplifying things down, from complex business systems and implementing them for others. I feel successful when complexity is eliminated and unnecessary steps are removed. I like things direct and to the point and don't like fluff.**



# MY PERSONAL WHY.OS

Nicky Smith



## WHY:

I believe that success happens when we make sense of the complex.

## HOW:

HOW I do that is by challenging the status quo and thinking differently .

## WHAT:

Ultimately WHAT I bring is a simple solution.

