

WHY / HOW / WHAT



Nicky Smith

1. **WHY: MAY SENSE**
To make sense of things, especially if complex.
2. **HOW: CHALLENGE**
To find a better way and share it.
3. **WHAT: SIMPLIFY**
To decrease complexity.

WHY

Nicky Smith - MAKE SENSE

I believe that success happens when we make sense of the complex technology. I am driven to solve problems and resolve challenging or complex situations. I have an uncanny ability to take in lots of data and information and tend to observe situations and circumstances around me, then sort them quickly and create solutions that are sensible and easy to implement.

Often I am viewed as an expert because of my unique ability to find solutions quickly. I also have a gift for articulating solutions and summarizing them clearly in understandable language. I believe that many people are stuck, and that if they could make sense out of their situation they could develop simple solutions and move forward. In essence, I help people get unstuck and move forward.

