THE NORTHWEST MICHIGAN VIRTUAL BUSINESS SUMMIT

Lead. Grow. Hire. Advance.
Tools for a Changing Economy

Brought to you by Networks Northwest

APRIL 28, 2021
8:30 AM–12:30 PM

Keynote Presentation by

ANGIE MORGAN
How Leaders Leverage RISK to Win

While uncertainty can cause excessive stress, it can also create the ideal conditions for businesses to transform if they're willing to take a risk. The **New York Times Best-Selling author and Northern Michigan native** Angie Morgan will share in her opening keynote:

- ❯ The 3 **Misconceptions about Risk** (and how they're holding you back)
- ❯ How to **embrace uncertainty** and make decisions that lead to progress
- ❯ Best practices for **building resiliency**

Angie's led in the Marine Corps, in business, and in her community. She also advises leaders among the world's best businesses, to include **Clif Bar, Marathon Oil, Google,** and many other equally impressive businesses and organizations. Visit *www.leadstar.us* for more information.

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Summit participants will be able to choose from a variety of 20 minute sessions in any of three tracks and will have opportunities to "Meet the Experts" and network in virtual break-out rooms.

DIVERSIFY YOUR CUSTOMER BASE	GETTING BACK TO BUSINESS	THE TALENT PIPELINE
Learn how to develop a more diverse customer base through government contracting and exporting to mitigate risk and provide additional financial security and stability.	We survived 2020; now it's time to truly thrive. Learn how to intentionally chart a path to success for your small business, Find out about pivoting to online sales, implementing critical systematic changes, investing in your staff, and setting goals.	Explore how the talent pipeline has evolved. Learn about the current labor market and find out more about resources for hiring and retaining talent that will help your business' bottom line.

For more information & registration, visit nwm.org/BizSummit

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