

Key Note Talk



The first speaker of the evening was Keran Wicks. A woman with a deep, throaty chortle, killer pins and business acumen to take your head off at 10 paces, Keran was extremely passionate and funny. Keran is the Founder and Managing Director of [Network Video](#), one of Australia's largest video rental brands. She is also the only woman IN THE WORLD who heads up any video rental group. In her presentation Keran discussed her business development, juggling family, going full-throttle and fighting for what you want. I found her refreshing and really enjoyed her focus on negotiation in business. Everything is negotiable! Keran regularly negotiates (and encourages her staff to do likewise) with all providers that service her business – as she says, the money is better on your bottom line than on anyone else's. Key advice from Keran:

- Be Nimble. Look for, and take advantage of additional opportunities.
- Watch the money, and do it monthly. Choose to pay your tax and employee responsibilities monthly – know where the money is in your business.
- Negotiate everything. The devil is in the detail. Once you've negotiated (be careful of admin charges etc!) make sure you receive the negotiated amount you bargained for.
- Ask why more regularly when coming up against resistance in negotiation. It's a powerful question – and often people can't answer with strength. This put the 'shoe' on your foot.
- Beware of business blindness. When you're inside your own business, sometimes you can lose perspective and not recognise market changes.
- Logic and common-sense are the most under-rated business qualities. Keran couldn't come at business and management texts – she always followed her own lead and went with her gut.
- Value loyalty and passion – surround yourself with people who are talented that you like.
- Be decisive. Make a decision – and feel free to change tack if that doesn't work. Indecision kills businesses and inhibits growth.
- Un-Fuck it. If you've fucked something up (or a staff member has) keep 'em on in there to help you un-fuck that sucker!