

ADAPT, PIVOT, REPEAT

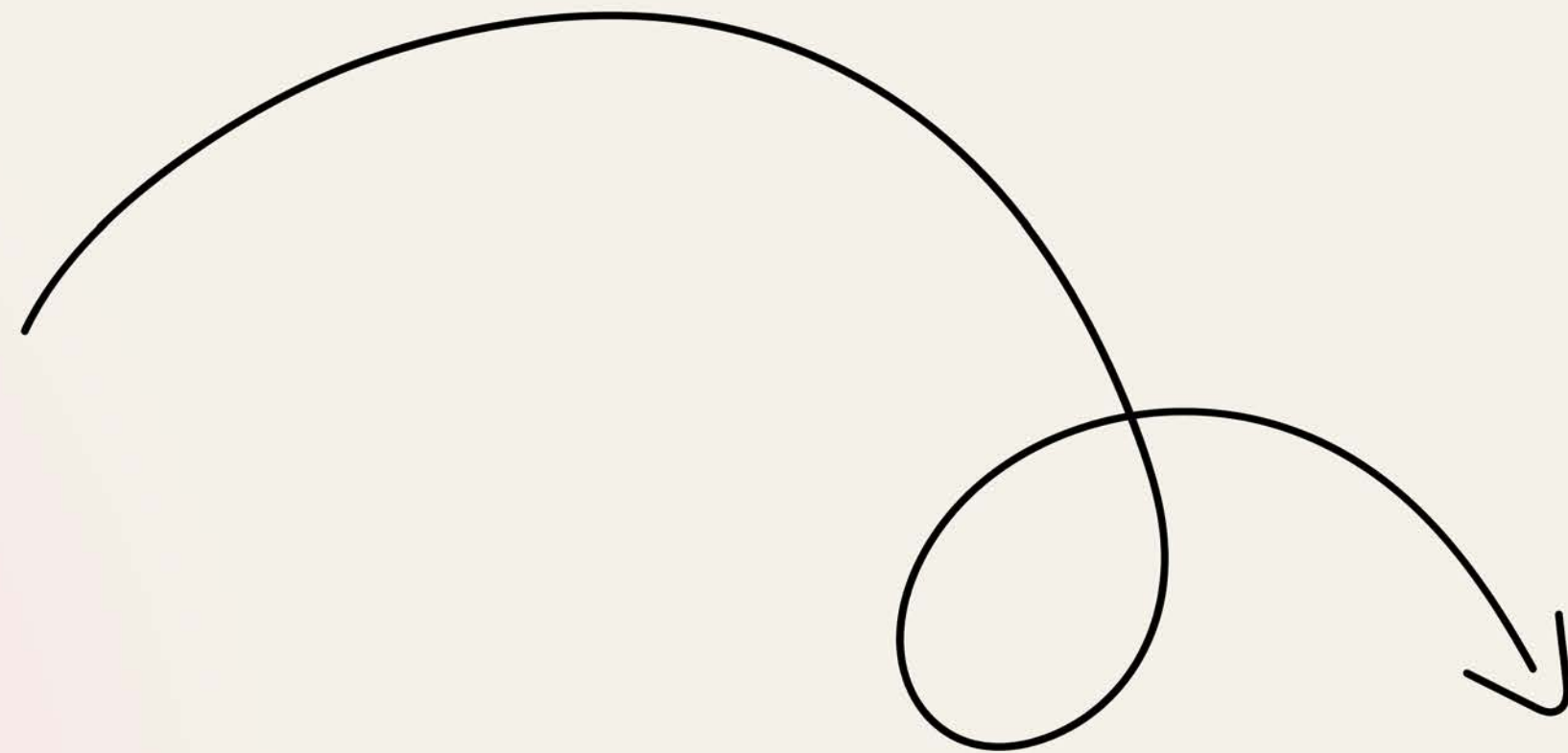
Success isn't magic. It's momentum.

Hi, I'm Natalie

The end. **Right?**

That's it. Short. Snappy. Iconic. Just like me.

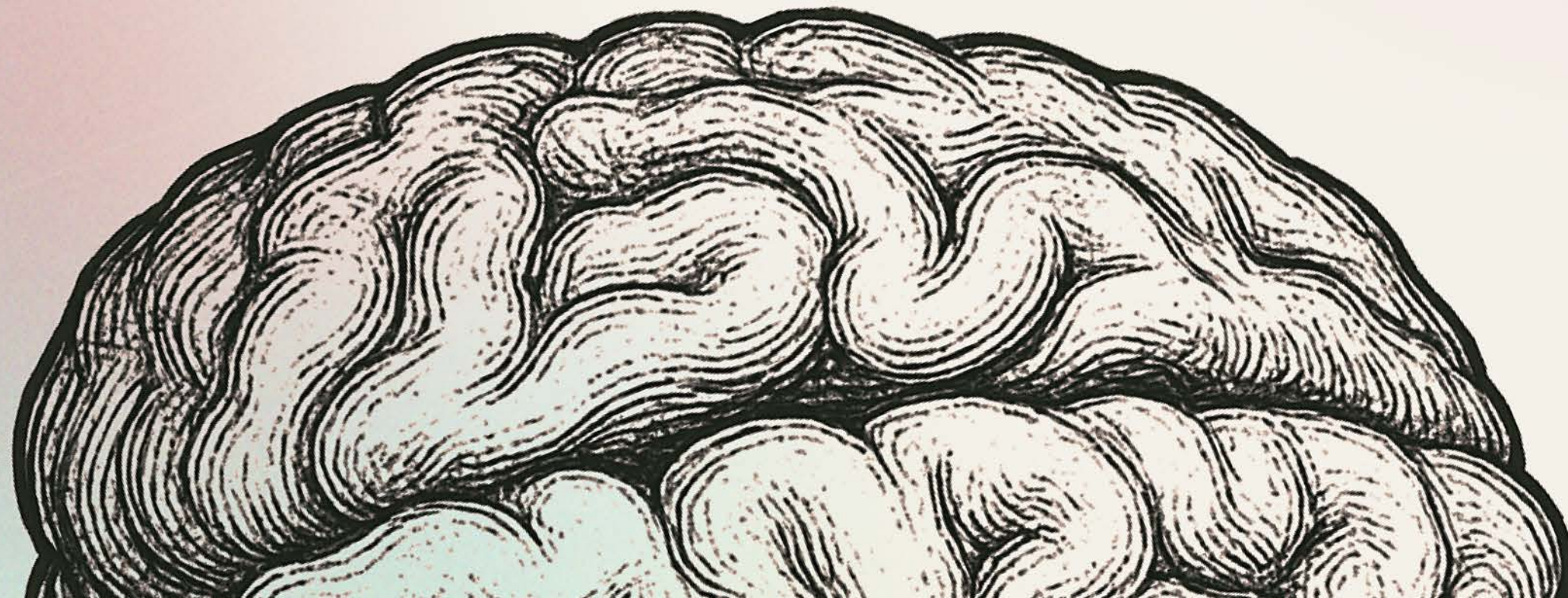
But okay, I'll elaborate – just for you...



So – who am I?

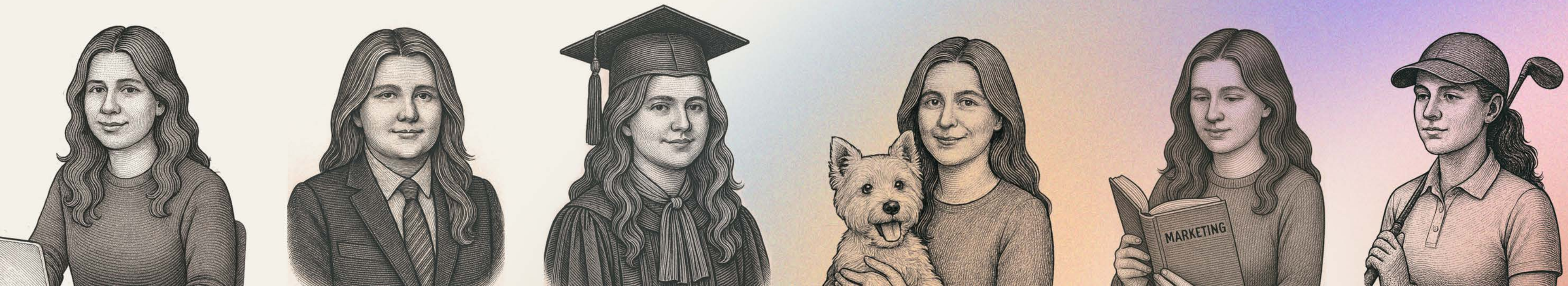
Honestly? **I couldn't tell you.**

And I'm not trying to be deep here –
that's just neuroscience.



Who says you can't be everything?

Here's a **rough list**, just to get us started:



I'm here today to tell you a story.

And it better be **Ivy League-worthy**.

(Spoiler: It's really not)

Truth is, I'm pretty ordinary*

*with a wildly disproportionate amount of ambition.



Mentally spiralling

(in a professional way, of course)

Ambition meets reality

Three years ago, I decided I wanted to start my **own creative agency**.

Great vision – except I had the business mindset, but zero design experience.

The market doesn't wait. And neither should you.

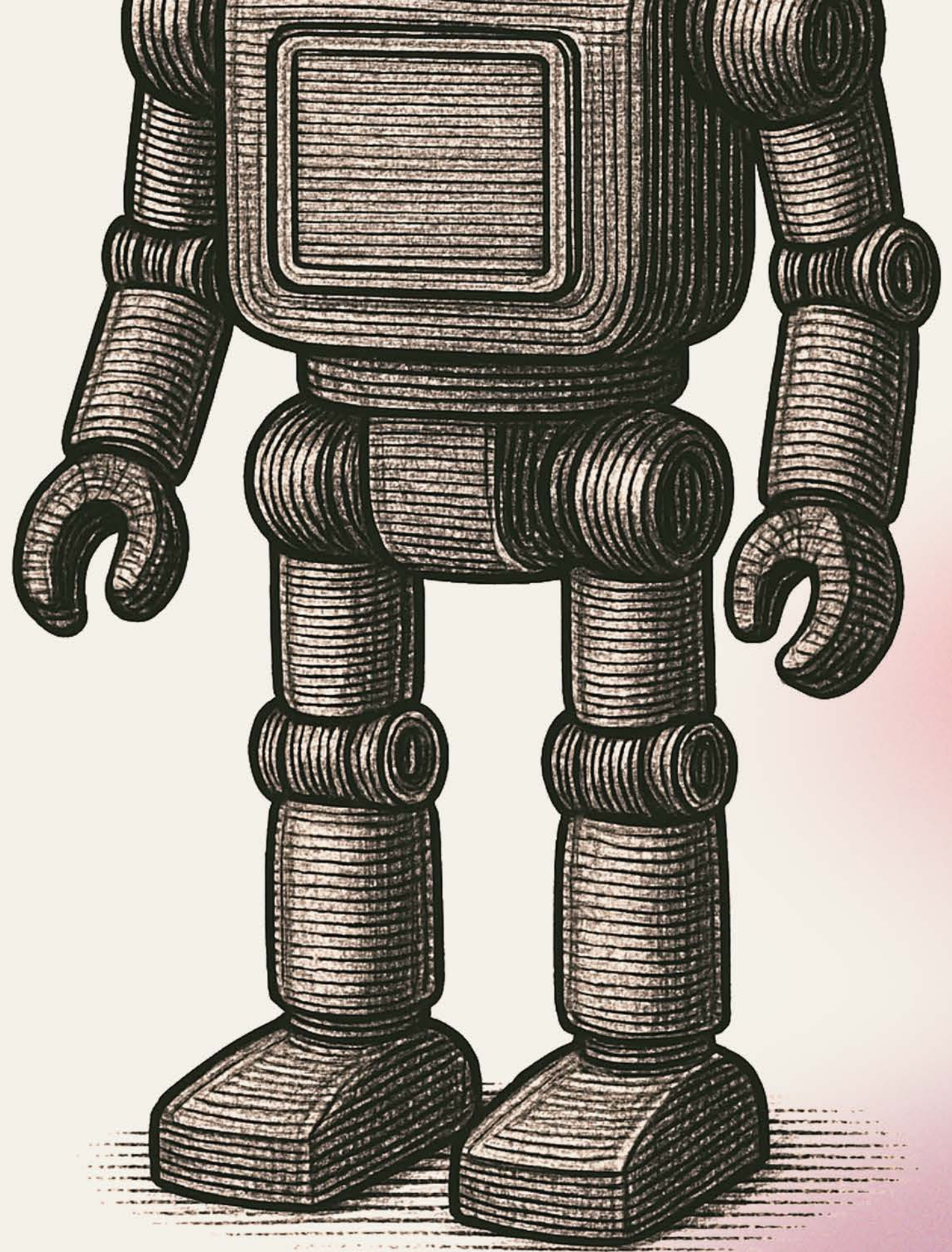
The moment you do, the market moves on – **without you.**



Luck is a myth. Deal with it.

90% of “luck” is just **being ready** when the door cracks open.



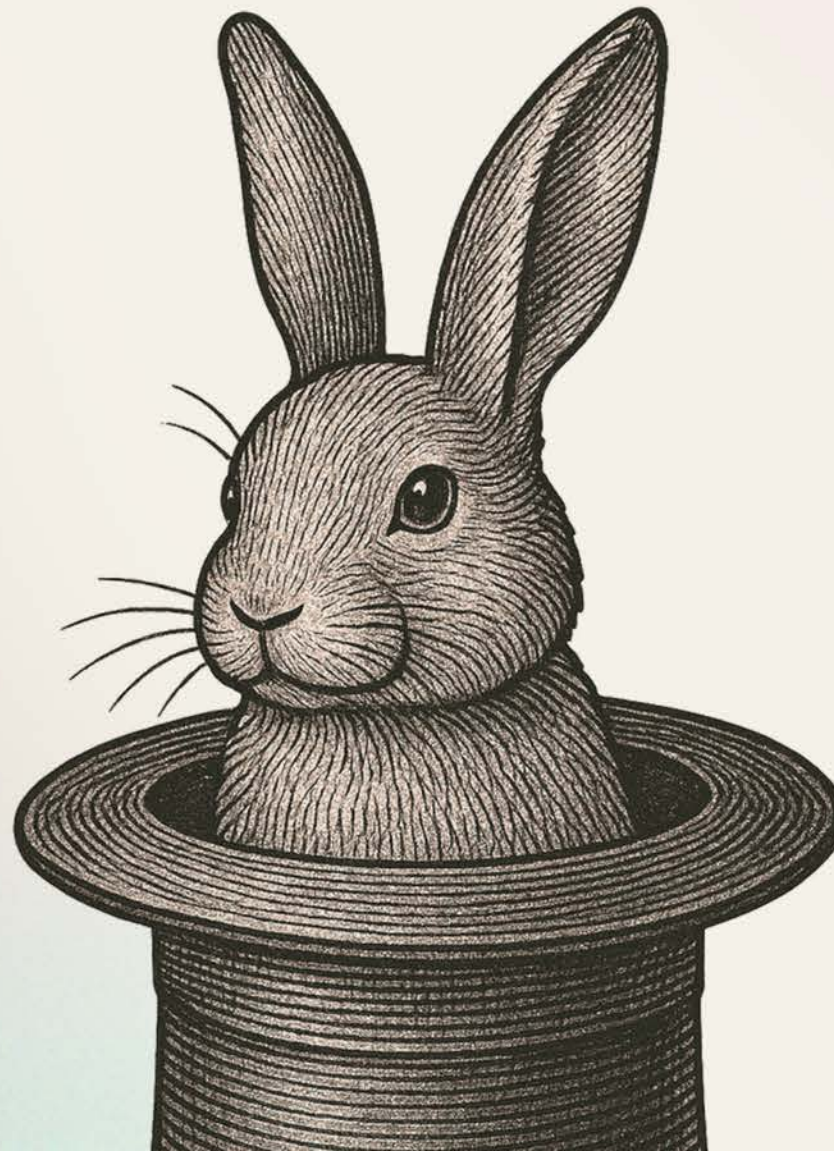


Adapt or get left behind

Here's the thing: **I used to be scared of AI.**

But I didn't panic. I pivoted

I started **learning**.



Now? AI is my productivity partner

It's the rubber duck that helps me **problem-solve**.

It's the assistant that **expands my image canvas** without a meltdown.

It's the tool that **helps me do more, faster**.

But here's the catch:

You can't just learn about AI and stay exactly where you are.

You've got to move with it.

One way ticket to the elderly home

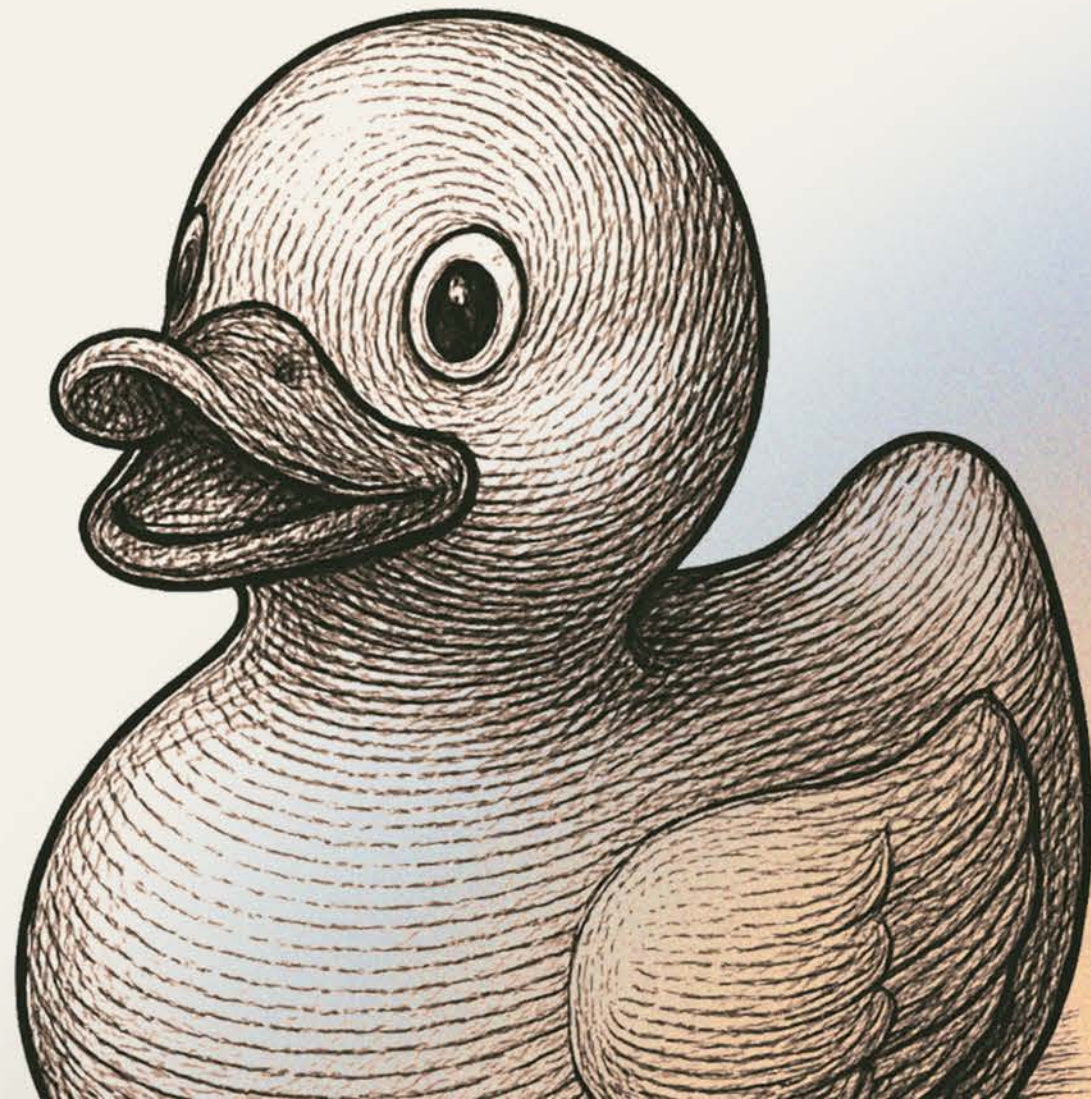
You can't say "no" to progress and expect the world to wait for you. **It won't.**



Qualified, but still curious.

But none of that means I stop saying **yes to growth**.

The title doesn't matter – the learning does.



Growth is good. Boundaries are better.

I believe in **stacking experiences**. Big or small.
Paid or unpaid. Every step builds something.

My point?

I'm not telling you to say yes to everything.

I'm telling you to say **yes to the right things.**

To things that **challenge you.** That teach you.

To things that **terrify you just a little.**

Key takeaways:

I'd hire me before someone else does.

Now accepting compliments (and contracts)

And if you're still wondering, **“Why should I hire her?”**

Well... if nothing else, I put together a mean storytelling talk.

Thank you

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