



OPERATION VERVE

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# Smart Systems & AI: Your Toolkit for Growth

Running a business without the right tools is like building a skyscraper with a hammer and nails. It may get you off the ground, but it's slow, frustrating, and bound to collapse. Some owners rely on outdated tools, spreadsheets, or memory to keep operations running. Others assume more tech will fix everything, only to find it creates more complexity, not less.

The real challenge isn't buying software, it's knowing what to choose and how to use it well. As Bill Gates said, "Automation applied to an efficient operation will magnify the efficiency. Automation applied to an inefficient operation will magnify the inefficiency." With the right systems in place, your business can streamline, cut waste, reduce stress, and run like a well-oiled machine ready to scale.

## Why this talk matters

- ✓ Investing in tech tools without using them fully leaves efficiency gains untapped
- ✓ Adding new platforms without integration creates complexity instead of clarity
- ✓ Leaving manual tasks in place wastes time, even though 94% of owners say tech is critical to efficiency
- ✓ Rolling out tools without processes causes disengagement, and missed opportunities
- ✓ Using tech or AI as a quick fix leads to frustration, while 68% of small businesses are effectively using it to drive efficient growth

## In this presentation you will learn how to:

- ✓ Choose the right tools and stop wasting money on software that doesn't deliver
- ✓ Integrate systems so they work together and simplify operations instead of adding complexity
- ✓ Apply AI and automation in practical ways that save time, cut errors, and support your team
- ✓ Build team buy-in so new tools are actually used, boosting engagement and productivity
- ✓ Turn your tech stack into a growth engine that helps you scale sustainably

## What to expect

Forget the jargon. This fast-paced, interactive talk makes tech simple and practical. You'll learn how to choose the right tools, embed them into your processes, and use AI to save time and boost results. Leave the session with clarity, confidence, and a toolkit you can put to work straight away.

## About the Speaker

# Kerry Anne Nelson

I started in business selling vacuum cleaners door to door, and yes, it was every bit as unglamorous as it sounds.

Later, I built an e-commerce store for spare parts, which wasn't much better! After the sudden loss of my husband and business partner, I had to rebuild both my life and my business.

Despite turning over \$1 million a year, inefficiencies drained every cent, so I transformed that company into what I call my Freedom Machine.

Now, I help leaders replace overwhelm with simple systems that scale sustainably.



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