



growing a culture of innovation

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country town

bad clown

pants down

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on the spot
funny, not
water pot

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conversation digitization startups

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silicon valley
culture shift
influenced
everything

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happy home
pasture growth
hooked

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observant

iot hard

patience

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forward-thinking



career

opportunity

jain logic

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mission

mistakes

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culture and innovation podcasts

increasing returns

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social media
relentless pursuit
luck

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not silicon valley

avocado toast

asx

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startup culture
venture capital
investible
opportunity

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jargon
ecosystem
stage-gate

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venture risk
three-t
culture wins

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cryptic slides

choose

invite

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working lives
dropped to zero
consumer discretion

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dizzying array
non-dairy drinks
reshape our
industry

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bystanders

aggressive targets

huge potential

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world-class research
computer-vision
higher premium

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good examples
wide at the top
economic value

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growing ecosystem
educate themselves
misunderstanding

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courageous

enough

inaction

breaking point

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failure to adopt



model of
adoption

undermine

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preferences
food production
new thinking

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good at?

u.s.p.

know-how

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cultural change

your role

hard

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flawed
triggers
smashed it

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in progress
see change
results

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individual
human potential
never stop

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here to learn
think differently
always done

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farmers
technology
something different

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farm-gate
audacious
1b people

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greatest asset

knowledge

economy

ambition

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culture of
innovation



decide

shaping that

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culture



thankyou

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