

## **Alicia Navarro**

President & Co-Founder at Skimlinks, Founder at Navarland

**How to build a startup culture in your organisation** Startups manage to attract and motivate some of the best and brightest talent in the world, largely because they have cultures that foster innovation, initiative, and passion. However, any organisation can create a startup culture that fosters these values, as well as other values that can help it achieve its goals. Alicia shares her own experiences and learnings building one of the most well-known British startup cultures at the company she founded, Skimlinks. She will inspire audiences with ideas on how to transform their own leadership style to create powerful and positive cultures, teach them how to identify the behaviours and systems that are not in alignment with your values, and give them actions they can implement immediately to improve or evolve their organisation's culture.

**What it takes to thrive in 0 to 1 territory** To create real innovation requires a type of thinking that isn't easy to teach, but can be developed. It requires comfort with uncertainty, quantum thinking, and a huge amount of empathy and humility. Alicia Navarro shares her learnings from her own entrepreneurial journey building Skimlinks on how to acquire the skills and mindset to thrive in a world where you are starting from scratch.