



VARUN AGARWAL

Author. Entrepreneur. Storyteller. Public Speaker.

A regular Bangalore boy, who has inspired over
10 million people.





TALK 01

Don't Think

Simple secrets to achieving massive goals by overcoming self doubt and business challenges using the concept of “Don't Think”.



- This programme is designed to get people to increase their potential exponentially.
- We all have great goals and milestones in our minds but very often we don't end up achieving them because we end up "thinking too much".
- By using the concept of "Don't Think", I'll talk about how to overcome fear and achieve your business goals using my own personal story.
- I'll be telling my story about how sometimes "Not Overthinking", understanding and trusting your instincts helps you make stronger and faster decisions and achieve massive goals.
- "Don't Think" can be applied in any sphere of life and more importantly it challenges you to think beyond what is expected from you.
- It's about creating a masterpiece so when you look back at your life you feel satisfied that you just didn't do what was asked of you but went above and beyond.
- I'll be talking about Cialdini's 6 principles of Influence on how to win in the game of sales and how to influence and turn your customers into becoming your friends.
- Also how it's important to tell a story to win the game of sales. 6 principles of Influence is extremely necessary to stay ahead of your customers at all times and making them more connected with your brand.
- The idea is not to think of them as just customers but more like friends which helps in establishing longer and more productive relationships with them. The 6 principles are – Reciprocation, Commitment and Consistency, Scarcity, Social Proof, Liking and Authority.
- I'll also be talking about how to take challenges and turn them into fantastic opportunities using my story and some real life examples.
- When I started my company we were struggling to reach out to customers. We didn't have any money to spend on advertising or have any resources. But then I thought maybe if I write a book about my company I could reach out to more customers and also get the attention of investors. I ended up writing a book about how I created my company even before we had achieved any measurable success.
- The book ended up putting our company on the map and we got our first round of funding because of that and grew our revenue to a million dollars.
- The book is now being turned into a movie by the biggest filmmaker in Bollywood whose last film was the 6th highest grossing non English film in the history of cinema.
- To anyone else writing a book about a company no one has even heard of would be a really "stupid idea". But using "Don't Think" actually helped us in achieving our goals.
- I'll use more examples like these on how to turn self doubt and challenges into fantastic opportunities.



KEY TAKEAWAYS

- Don't Think Too Much: Stop overanalyzing anything and everything. Use the concept of "Don't Think" to overcome self doubt and achieve your business goals.
- Don't just do what is asked or expected of you. Think of life about creating a great masterpiece. So do above and beyond what is expected of you.
- 6 principles of Influence to turn any customer into your friend and maintain a lifelong and productive relationship with them.
- You need to start treating your customers as your friends. To do that you need to understand who they are and have to speak their language and more importantly tell a story.
- Turn challenges into fantastic opportunities.

THE IMPACT OF THIS TALK

- The Don't Think series by Varun Agarwal was one the highest rated and most productive talk at the recently concluded International EO Summit in Hyderabad. The talk was rated higher than most seasoned and well known speakers across the world.
- The concept was highly received in Melbourne where it helped more 2000 senior leaders of Telstra to challenge themselves to doing something bigger.
- The talk was also delivered to CXO's of Unilver in London.
- It has helped over 50000 people across the world to overcome challenges and achieve their goals.



TALK 02

The New India and its Ambitions

A fast paced presentation
on the mindsets of “New India”.

SYNOPSIS

India is now the world's youngest population with an estimated 400 million between the age of 15–30. This is a massive market opportunity for major brands and companies. This is also an enormous talent pool.

This is a fast-paced presentation on the mindsets of this “New India”. What are their wants, desires and ambitions. How to woo this audience and how to win them over by gaining mind-share.

Based on his own story, Varun outlines how this generation is miles apart from the previous one, and how brands and companies have to completely re-think their strategy if they have to hit the nail with this demographic.

INSIGHTS

- An insight on the mindsets of young Indians.
- Marketing strategy and techniques used to grab their attention.
- The spending power and their needs.
- The massive talent pool and its impact on the world.
- What you need to do to grab a share of this market.



T Get in Touch

Varun's email:
info@varunagarwal.in