

Ship early, ship often

Sharing what I learnt during the altMBA

Cornelius Schumacher <cschum@suse.com>

The **altMBA** is an intensive, 4-week online workshop designed by Seth Godin
for high-performing individuals who want to level up and lead.



About the altMBA

[About](#)

[Testimonials from Alumni](#)

[Alumni Spotlight](#)

[Keep Me Posted](#)

[Full Program Details](#)

Microsoft CHOBANI Johnson & Johnson

Jetstar KICKSTARTER

WHOLE
FOODS
MARKET

DuckDuckGo

CITRIX®

lululemon athletica

pwc

Coca-Cola MR

Penguin
Random
House

Fidelity
INVESTMENTS

Google

Nike



I will do the hard part first.

I will embrace emotional labor.

I will think of myself as the type of person who can and does...

And I will act that way.

I will adopt a posture of generosity, giving without hope of getting.

I will care about people and the world around me...

And I will act that way.

I will dance with fear.

I promise I will continue to keep making a ruckus.

And then I'll teach someone else to do so, too.



I will do the hard part first.
I will embrace emotional labor.
I will think of myself as the type of person who can and does...
And I will act that way.
I will adopt a posture of generosity, giving without hope of getting.
I will care about people and the world around me...
And I will act that way.
I promise I will continue to making a ruckus.
And then I'll teach someone else to do so, too.

1
There are at least two kinds of games. One could be called finite; the other infinite. A finite game is played for the purpose of continuing the play.

2
If a finite game is to be won by someone, it must come to a definite end. It will, an end when someone has won.

FINITE AND INFINITE GAMES

A Vision of Life as Play and Possibility

JAMES CAULFIELD

NATIONAL BESTSELLER

Art

Transforming Professional and Personal Life

ROSAMUND WILSON

The Coaching Habit

Say Less, Ask More & Change the Way You Lead Forever

Michael Bungay Stanier

NEW YORK TIMES BESTSELLER

Douglas Stone & Sheila Heen

of the Harvard Negotiation Project and of the Harvard Business School

Thanks for the Feedback

THE SCIENCE OF RECEIVING

"even when it is off base, unfair, and, frankly, you're not in the mood"

the WAR of ART

Break Through the Blocks and Win Your Inner Creative Battles



STEVEN PRESSFIELD

"A vital gem...a kick in the ass." — Esquire

NEW YORK TIMES BESTSELLER

STEEL LIKE A CAT

You're holding a hand and challengers strike and design tomorrow


BUSINESS MENTOR

25th ANNIVERSARY EDITION

"No one who is invested in any kind of art can read *The Gift* and remain unchanged."

—David Foster Wallace

The Gift



Creativity and the Artist in the Modern World

Lewis Hyde

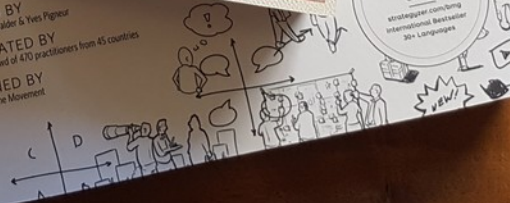
"The best book I know of for talented but unacknowledged creators. A masterpiece."

—Margaret Atwood, LOS ANGELES TIMES BOOK REVIEW

WRITTEN BY Alexander Osterwalder & Yves Pigneur

CO-CREATED BY An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY Alan Smith, The Movement



strategyzer Series

strategyzer.com/turning international bestseller 30+ languages



embrace tension

SHIPIT

A journal
for people who leap

for the altMBA

project Teach altMBA

ship date 23/6/17 Friday





SHIPIT

A little pamphlet for
people who can

for those inspired by
Seth Godin's Linchpin

project _____
ship date ____/____/____



SHIPIT
A little pamphlet for
people who can
for those inspired by
Seth Godin's Linchpin

project
ship date

SHIPIT



Techniques

- Goal Setting
- Decision Trees
- Goodfinding
- Public Speaking
- Business Model Canvas
- Brainwriting
- Organizational Maps

- Personas
- Worldview
- Feedback
- Story Telling
- Framing
- Be a Pro
- Pattern Matching

The method

- Know the change you want to make
- Be rational about your analysis and decisions
- Change yourself into the kind of person who leads
- Be aware of personas and worldviews
- Create a story that will resonate with the people you seek to change
- Deliver with humanity, charisma and trust

The Posture

Do the hard part first
Seek out emotional labor
Dance with fear
Embrace tension
Keep making a ruckus

... and ship

RED
ROUTE
No stopping
at any time



MY DAD PLANTS TREES TO MAKE
SURE I CAN BREATHE FRESH AIR

BE **THIS** DAD!

THERE IS NO  PLANET B

#be-this-dad
www.be-this-dad.org



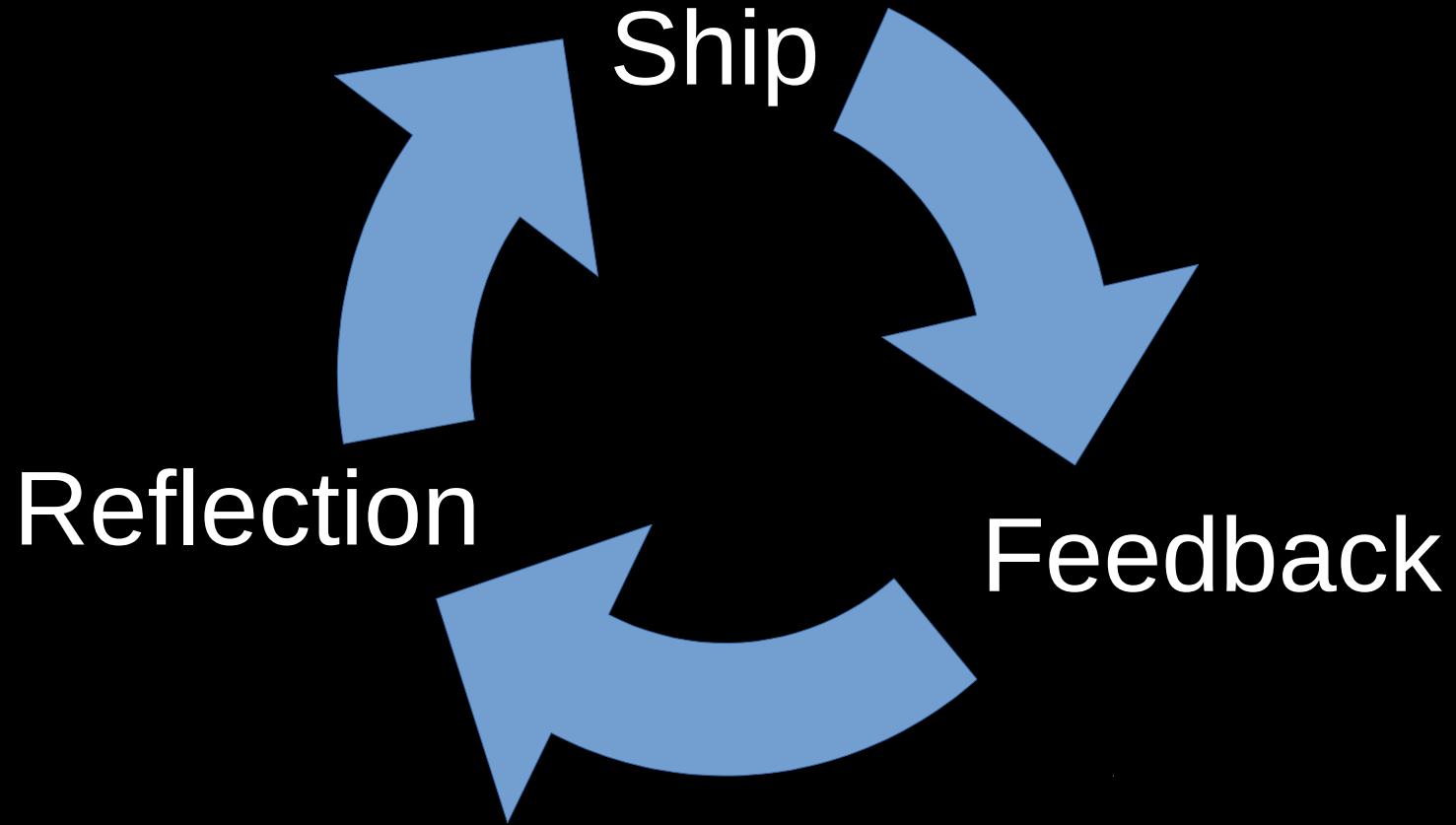
Use resistance as a compass for value

Be generous

Be vulnerable

The workshop

It's all about contributing



Seth's rules of feedback

- No one cares about your opinion
- Say the right thing at the right time
- If you have something nice to say, say it
- Give me feedback, no matter what



SHIP IT

A little pamphlet for
people who can

for those inspired by
Seth Godin's Linchpin

project _____

ship date ____/____/____

- Goal Setting
 - What's the project?
 - When does it ship?
 - Who is responsible for shipping?
 - Action plan
- Resistance
 - What are you afraid of?
 - Why are you afraid?
 - What does failure look like?
- Reframing
 - What does perfect look like?
 - What does good enough look like?
 - Plus it
 - Minus it

What are your questions?