

Ship early, ship often

Sharing what I learnt during the altMBA

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



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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.

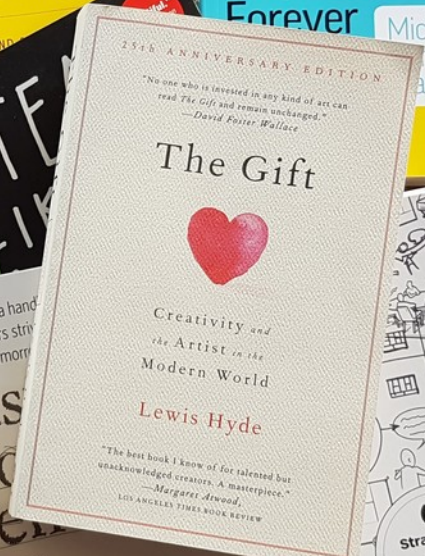
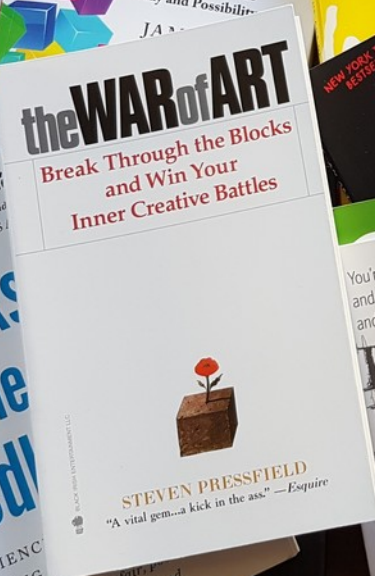
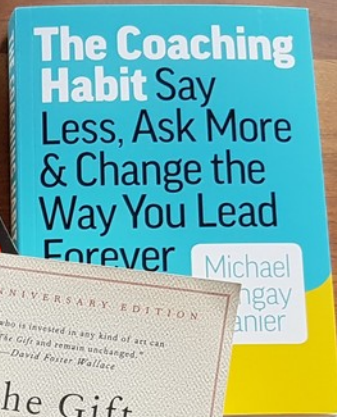
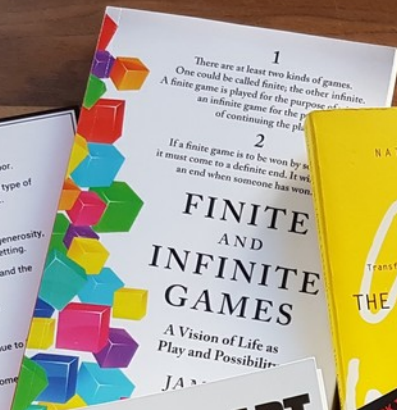
I will dance with fear.

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.



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 ____/____/____



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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



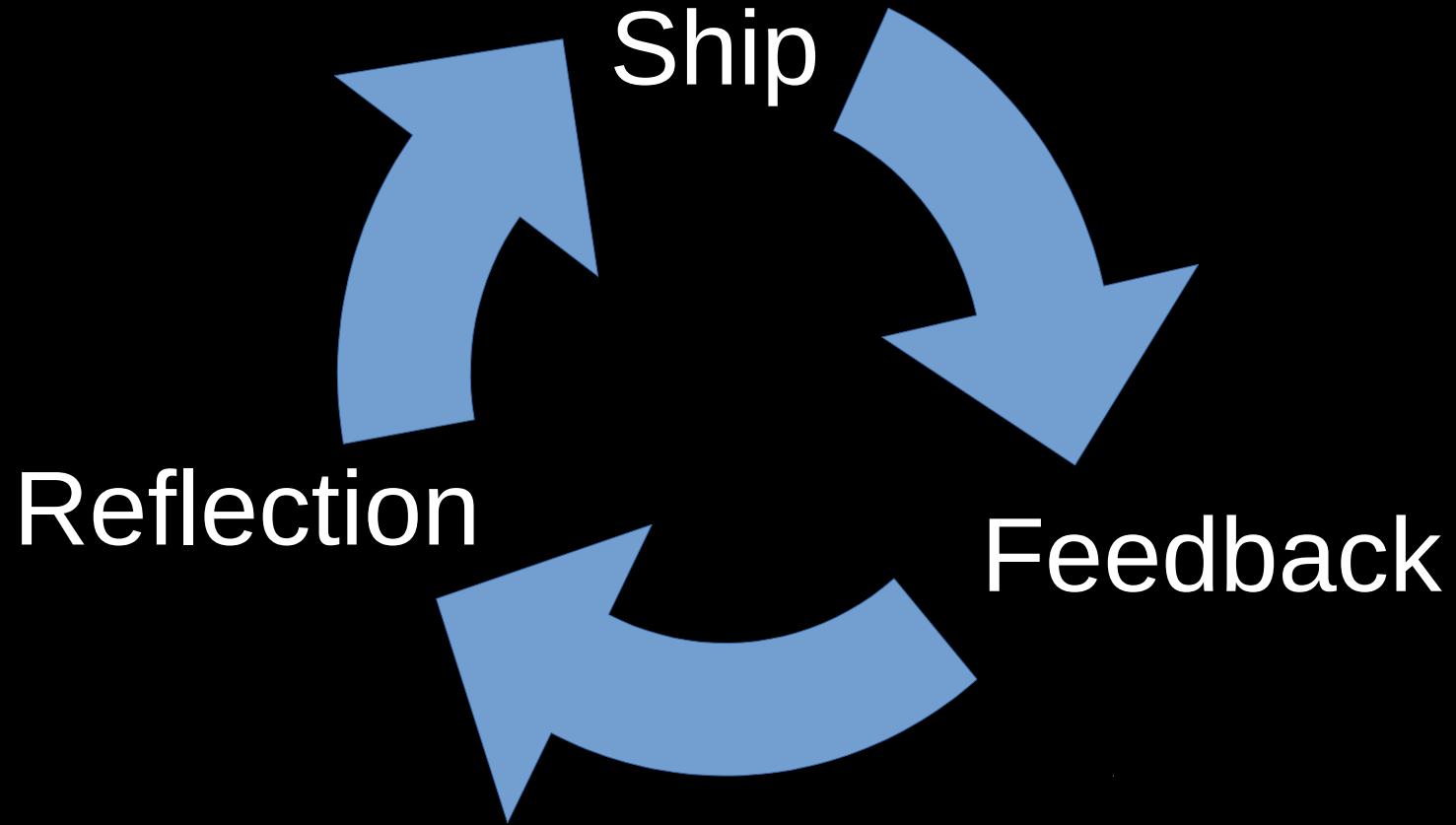
Use resistance as a compass for value

Be generous

Be vulnerable

The workshop

It's all about contributing





SHIPIT

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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?
- Reframing
 - What does perfect look like?
 - What does good enough look like?
 - Plus it
 - Minus it

What are your questions?