Ship early, ship often

Sharing what I learnt during the altMBA

Cornelius Schumacher <cschum@suse.com>

Secure | https://altmba.com

altMBA

HOME   ABOUT   CONTACT   TESTIMONIALS   MEET OUR ALUMNI   PROGRAM DETAILS   FAQ   APPLY

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

Microsoft   CHOBANI®   Johnson&Johnson

Jetstar★   KICKSTARTER   WHOLE FOODS MARKET

DuckDuckGo   CiTRIX®   lululemon athletica

pwc   Coca-Cola MR   Penguin Random House

Fidelity INVESTMENTS   Google   NIKE

AFFILIATIONS FOR IDENTIFICATION ONLY

About the altMBA

About

Testimonials from Alumni

Alumni Spotlight

Keep Me Posted

Full Program Details

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 will dance with fear.

I promise I will continue to... making a ruckus.

And then I'll teach some... 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... an infinite game for the purpose of continuing the play.

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

FINITE
AND
INFINITE
GAMES

A Vision of Life as Play and Possibili...

JA...

NATIONAL BESTSELLER

art,

Transforming Professional and Personal Life
THE ART OF POSSIBILITY

Rosamund...

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

Michael ...ngay ...anier

NEW YORK TIMES BESTSELLER

Douglas Stone & Sheila...
of the Harvard Negotiation Project and...
DIFFICULT CONVERSA...

Thanks... for the... Feedb...

THE SCIENC...
RECEIVING...

---

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

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

---

NEW YORK TIMES BESTSELLER

STE...

You're holding a hand... and challengers striv... and design tomorrow...

Bus... Mo... Gen...

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/bmg
International bestseller
30+ Languages

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

---

embrace tension.

SHIP**IT**

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 __/__/__

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

It involves knowing the change you want to make, being rational about your analysis and decisions, and changing yourself into the kind of person who leads. And then it weaves together your awareness of personas and worldviews, pointing you in the direction of a story that will resonate with the people you seek to change. Finally, it uses the tool of presentation to bring humanity, charisma and trust to people who might ordinarily fear change.

The Posture

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

... and ship

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

BE THIS DAD!

THERE IS NO 🌍 PLANET B

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

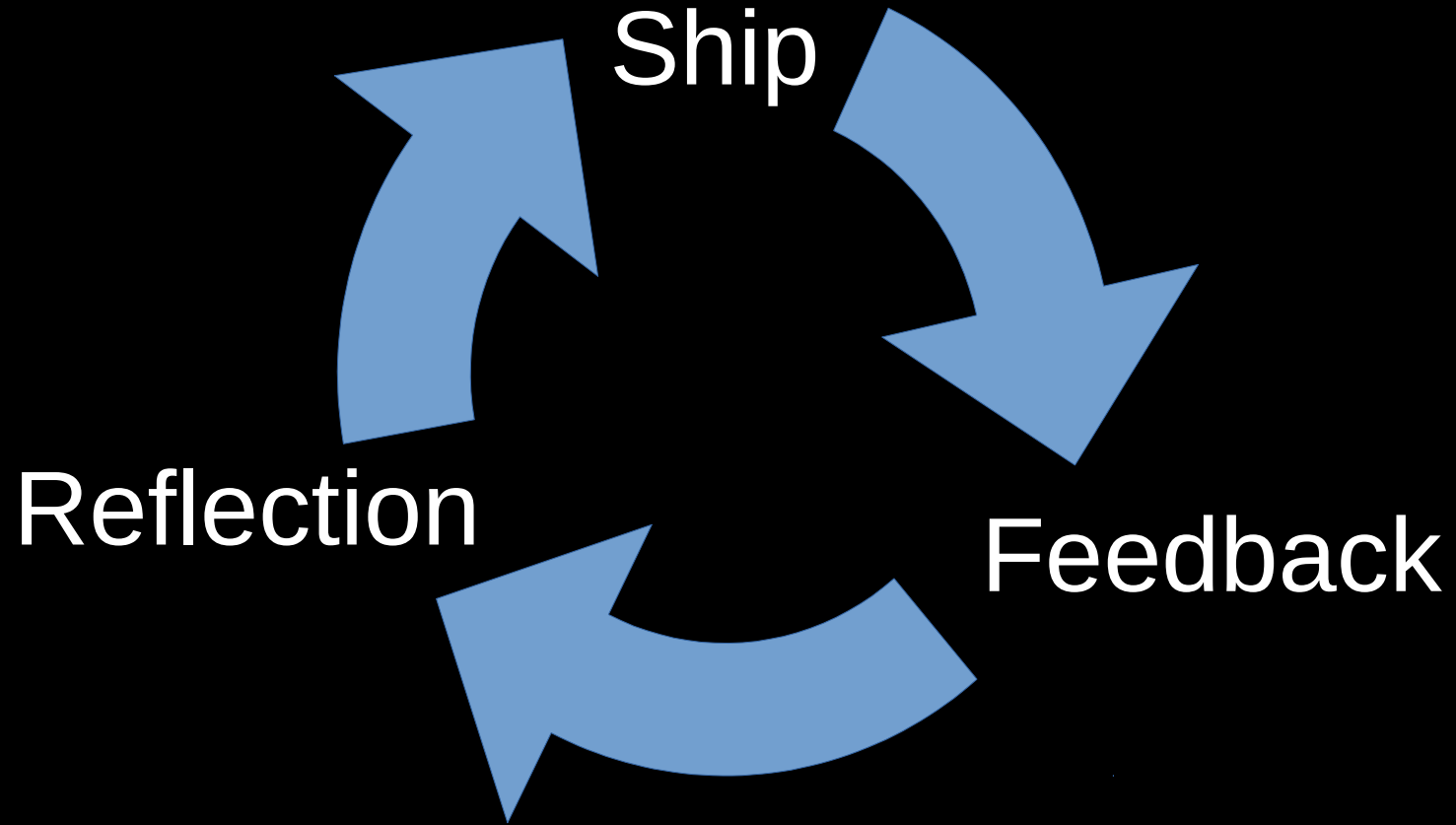Use resistance as a compass for value

Be generous

Be vulnerable

The workshop

Ship

Feedback

Reflection

- 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?