Does it get you closer
to the mountain?

Further reading

Richard Rumelt, **Good Strategy/Bad Strategy**
Lots more examples and advice on good vs bad strategy

Jared Spool, **Beyond the UX Tipping Point**
https://www.uie.com/brainsparks/2016/05/26/jared-spool-beyond-the-ux-tipping-point-live/
Becoming a user-centred organisation

Sophie Dennis, **The Art of Things Not Done, NUX5**
https://www.youtube.com/watch?v=jh-hvPtqN54
Product strategy with story-mapping and the Kano model

Megan Casey, **The Content Strategy Toolkit**
Advice, templates and methods for getting buy-in and working with stakeholders. Useful for any kind of design or UX project.

Dan Brown, **Documenting Design Discovery**
medium.com/eightshapes-llc/documenting-design-discovery-db14da1b0627#.24ud09pj0
More on structuring findings. He's also written a book about it.

slideshare.net/sophiedennis @sophiedennis