

## 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*

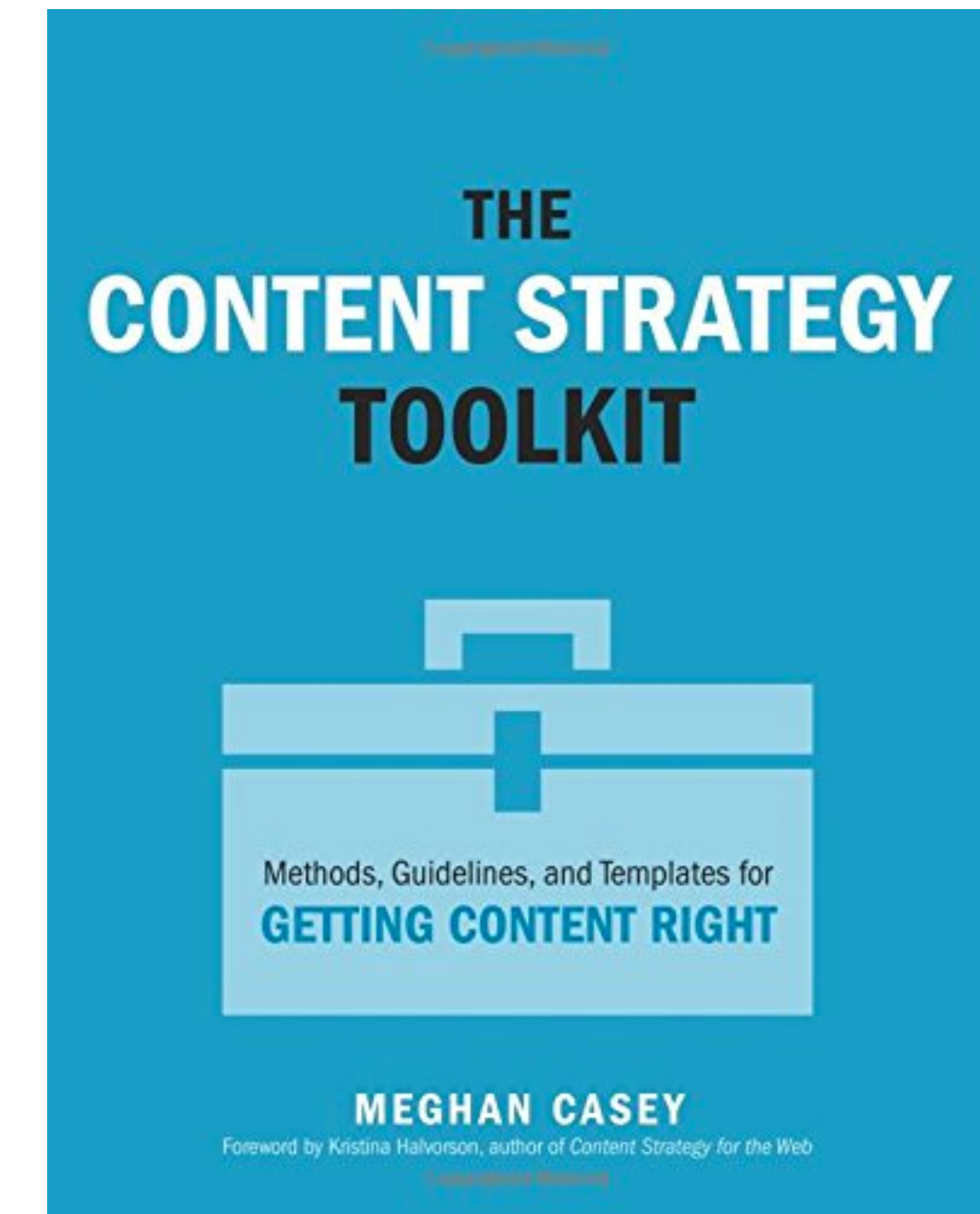
Megan Casey, **The Content Strategy Toolkit**

*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](https://medium.com/eightshapes-llc/documenting-design-discovery-db14da1b0627#.24ud09pj0)

*More on structuring findings. He's also written a book about it.*



**Download the worksheets**

<http://bit.ly/2FqWHeK>