

Introduction

In the real world, the difficult part is understanding the problem

Is business strategy a science?

Survivorship bias

Lindy effect and aging in reverse

Strategies take years to fully roll out

Caveat: Frameworks work until suddenly they don't

Table Of Content

3C's Model To Build A Solid Company

Understanding the 3C Analysis Business Model

Customers

4 Ps Marketing Mix & The 7 Ps Of Marketing

Understanding the marketing mix

Product

Price

Promotion

Place

Other elements of an effective marketing mix

People

Process

Physical evidence

AIDA Model To Build Your Customer Base

The background story of the AIDA model

Attention

Interest

Desire

Action

Does AIDA still make sense today?

Enter the Flywheel model, The New Normal For Platforms

Anchoring: Price Anchoring, And The Anchoring Effect)

Understanding the anchoring effect

Perception

The power of suggestion

A tendency to avoid extremes

Key takeaways:

Ansoff Matrix To Place Your Products' Portfolio Bets

Ansoff matrix in a nutshell

Market penetration

Market penetration case study

Market development

Market development case study

Product development

Product development case study

Diversification

Diversification case study

Backward Chaining And Reverse Integration

[Understanding backward chaining](#)

[Advantages](#)

[Disadvantages](#)

[Examples of backward chaining](#)

[Key takeaways:](#)

[Balanced Scorecard To Build A Viable Organization](#)

[Understanding the balanced scorecard](#)

[The four perspectives of the balanced scorecard](#)

[Financial](#)

[Customer](#)

[Internal processes](#)

[Learning and growth](#)

[Key takeaways:](#)

[Bandwagon Effect And How To Master Customers' Perception](#)

[Why does the bandwagon effect matter in business?](#)

[Breaking down the bandwagon effect](#)

[Understanding the bandwagon effect](#)

[Drawbacks from the bandwagon effect](#)

[Barbell Strategy And Place Bets For Entrepreneurs](#)

[Barbell strategy in a nutshell](#)

[Mediocristan vs. Extremistan](#)

[The barbell strategy](#)

[BCG Matrix To Build A Winning Product Portfolio](#)

[The Product Portfolio origin story](#)

[Assumptions underlying the Product Portfolio theory](#)

[Cash cows](#)

[Pets \(dogs\)](#)

[Question marks](#)

[Star](#)

[The Success Sequence](#)

[The Disaster Sequence](#)

[Key takeaways](#)

[Benchmarking To Contextualize Your Business Performance](#)

[Understanding benchmarking](#)

[The three types of benchmarking](#)

[Process benchmarking](#)

[Performance benchmarking](#)

[Strategic benchmarking](#)

[The benefits of benchmarking](#)

[Key takeaways:](#)

[Blitzscaling: For When Your Business Faces A Survival Threat](#)

[Origin of the name](#)

[Blitzscaling is not growth hacking](#)

[Blitzscaling is not a magic formula](#)

[Speed in the face of efficiency](#)

[Blitzscaling is an uncertain process](#)

[The reward is the first-scaler advantage](#)

[What are the stages of Blitzscaling?](#)

[Blitzscaling Business Model Innovation Canvas](#)

[A glance at the four key growth factors](#) [The four growth factors are:](#)

[Market size](#)

[Distribution](#)

[High gross margins](#)

[Network effects](#)

[The two growth limiters](#)

[Lack of product/market fit](#)

[Operational scalability](#)

[Key takeaway](#)

[Blue Ocean Strategy: Create Your Own Market](#)

[What does a red ocean look like?](#)

[The anatomy of a blue ocean](#)

[The former value-cost trade-off](#)

[The new era of more value at lower costs](#)

[Value innovation in a blue ocean strategy](#)

[Key takeaway](#)

[Blue Sea Strategy: Stay Small And Build Your MVA](#)

[Blue Sea vs. Blue Ocean](#)

[Zooming in to find your MVA](#)

[Redefine value by going from “a product for everyone” to a “product made for a few”](#)

[In a Blue Sea there is space for all](#)

[In a Blue Sea, price sensitivity is flipped upside-down](#)

[Look at the present and change it for a few](#)

[Is the Blue Sea strategy only for niche players?](#)

[Bootstrapping: Make Of Your Customers Your Primary Investors](#)

[Inside the Bootstrapper Bible](#)

[What is bootstrapping?](#)

[Not all businesses can bootstrap](#)

[The Bootstrapper’s commandments](#)

[Customers are your investors](#)

[The company’s vision is in your hands](#)

[Focus as the North Star](#)

[Speed of execution](#)

[Mastery and Passion](#)

[A little to lose but a lot to gain](#)

[Salesmanship](#)

[In it for the long-term](#)

[Bootstrapping is about survival](#)

[Start from a proven business model](#)

[Differentiate from the incumbent to enter a monopolized market](#)

[What does the bootstrappers have that the big corporations don’t?](#)

[Beware, a bootstrapper is not a freelancer, but an entrepreneur](#)

[Case Study: How MailChimp bootstrapped to over \\$700 million in revenues](#)

[Key takeaways](#)

[Bounded Rationality: Beyond Linear Thinking](#)

[A quick intro to bounded rationality](#)

[We don’t live in a small world](#)

[In the real world, risk cannot be known either modeled](#)

[Optimization is not bounded rationality](#)

[Biases are not errors but heuristics that work in most cases to make us avoid screw-ups](#)

[Satisficing: Look at the one good reason](#)

[Survival is rationality in the real world](#)

[Bowman's Strategy Clock To Properly Position Your Product](#)

[Understanding Bowman's Strategy Clock](#)

[1. Low price and low value-added](#)

[2. Low price](#)

[3. Hybrid](#)

[4. Differentiation](#)

[5. Focused differentiation](#)

[6. Risky high margins](#)

[7. Monopoly pricing](#)

[8. Loss of market share](#)

[Branding In All Its Facets](#)

[Why Brand Building Matters](#)

[Identity: beyond the job to be done to define who you are](#)

[Trust: how do I trust you if you don't "waste money" on branding?](#)

[Brand Awareness: The First Step Toward Building Your Brand](#)

[Breaking down brand awareness](#)

[How does brand awareness work?](#)

[Why is brand awareness important?](#)

[Costly in the short term, a valuable asset in the long term](#)

[Brand Essence](#)

[Understanding brand essence](#)

[Creating a brand essence](#)

[Benefits of brand essence to businesses](#)

[Increased focus and clarity](#)

[Market differentiation](#)

[Key takeaways:](#)

[Brand Equity And Why You Won't Find It Easily On Your Balance Sheet](#)

[Beyond the balance sheet and into the consumer's mind](#)

[Understanding the difference between Brand Equity and Brand Value](#)

[Inside brand value](#)

[The approaches and methodologies used to compute a brand value](#)

[Brand equity and demand generation](#)

[Brand Hierarchy](#)

[Understanding brand hierarchy](#)

[The three types of brand hierarchy](#)

[Corporate, umbrella, and family brands](#)

[Endorsed brands](#)

[Individual](#)

[Benefits of incorporating brand hierarchy strategy](#)

[Key takeaways:](#)

[Brand Positioning To Find Your Product/Communication Fit](#)

[Understanding brand positioning](#)

[The importance of brand positioning](#)

[Different types of brand positioning](#)

[Value-based positioning](#)

[Features-based positioning](#)

[Lifestyle positioning](#)

[Key takeaways:](#)

[Brand Pyramid To Prioritize Your Branding Strategy](#)

[Understanding brand pyramids](#)

[Establishing a brand pyramid](#)

[1. Features and attributes](#)

[2. Functional benefits](#)

[3. Emotional benefits](#)

[4. Brand persona/core values](#)

[5. Brand essence](#)

[Key takeaways:](#)

[Brand Promise To Make Customers Identify With Your Product](#)

[Understanding brand promise](#)

[Three steps to creating a successful brand promise](#)

[1. Define the promise](#)

[2. Deliver the promise](#)

[3. Track and adjust performance where necessary.](#)

[Some more examples of companies with successful brand promises](#)

[Key takeaways:](#)

[Brand Voice To Find Your Unique Communication Style](#)

[Understanding brand voice](#)

[Developing a brand voice](#)

[1. Assess a representative sample of content](#)

[2. Describe brand voice in three words](#)

[3. Create a brand voice chart](#)

[4. Liaise with content and marketing teams](#)

[5. Revisit and revise](#)

[Key takeaways:](#)

[Bullseye Framework To Prioritize Your Marketing Activities](#)

[Enter DuckDuckGo](#)

[The bullseye framework in a nutshell](#)

[The bullseye framework requires continuous tuning](#)

[Key takeaway](#)

[Bundling To Expand Your Market Shares](#)

[Bundling vs. Unbundling](#)

[What is an example of bundling?](#)

[Unbundling To Enter Market Dominated By A Few Players](#)

[Disintermediation To Cut Intermediaries And Widen Existing Markets](#)

[Reintermediation To Consolidate New Markets](#)

[Decoupling To Break Apart Old Markets By Offering What Customers Want](#)

[Coupling To Keep Momentum As Scale Is Achieved](#)

[Business Model Canvas](#)

[A quick intro to business models](#)

[Business model canvas in a nutshell](#)

[Key partners](#)

[Key activities](#)
[Value proposition](#)
[Customer relationship](#)
[Customer segment](#)
[Key resource](#)
[Distribution channel](#)
[Cost structure](#)
[Revenue stream](#)

[Key takeaways](#)

[Circle of Competence To Stay In The Entrepreneurial Zone](#)

[Understanding the circle of competence](#)

[Examples of the circle of competence](#)

[Key takeaways:](#)

[Comparable Analysis To Map Your Industry's Context](#)

[Business Profile](#)

[Sector](#)
[Product and services](#)
[Customers and end markets](#)
[Distribution channel](#)
[Geography](#)

[Financial Profile](#)

[Size](#)
[Profitability](#)
[Growth profile](#)
[Return on investment](#)
[Credit profile](#)

[Select Comparable: Apple's case study](#)

[How do you pick competitors in the digital world?](#)

[Competency Framework As A Process To Find Excellence](#)

[Understanding the competency framework](#)

[How to develop a competency framework](#)

- [1. Determine the purpose of the framework](#)
- [2. Research](#)
- [3. Construct the framework](#)
- [4. Implement the framework](#)

[The benefits of competency frameworks to businesses](#)

[Recruitment guidance](#)
[Succession planning](#)
[Improves productivity](#)

[Key takeaways](#)

[Competitive Profile Matrix As A Comparison Tool](#)

[Understanding the Competitive Profile Matrix](#)

[Key components of a Competitive Profile Matrix](#)

- [1. Critical Success Factors](#)
- [2. Weighting](#)
- [3. Score](#)
- [4. Total score](#)

[Key takeaways:](#)

[Coopetition In A Fluid Business World](#)

[The Netflix case study](#)

[Crowding Out Effect To Understand How Public Spending Can Influence Your Business Perspectives](#)

[Breaking down the crowding out effect](#)

[Understanding the crowding-out effect](#)

[Why does the crowding-out effect matter?](#)

[The cyclical nature of the crowding-out effect](#)

[Decoupling As A Go-To-Market Strategy](#)

[Understanding the Customer Value Chain](#)

[Breaking down Decoupling](#)

[Breaking down entry barriers](#)

[Birchbox case study](#)

[How to decouple](#)

[The three customers' currencies](#)

[Connecting the dots](#)

[MVP To Launch And Learn, Fast](#)

[The origin story of the lean startup movement](#)

[The birth of the Customer Development Manifesto](#)

[A glance at the lean startup methodology](#)

[What is not an MVP?](#)

[Demo > Sell > Build: Tweaking the classic lean startup loop](#)

[When does an MVP become too risky?](#)

[Enter the Exceptional Viable Product Methodology](#)

[That would be an exceptional product.](#)

[Connecting the dots between MVP, Leaner MVP and EVP](#)

[Design Thinking To Build A Viable Company](#)

[Origin of the term design thinking](#)

[What is design thinking?](#)

[Integrative thinking: The foundation of design thinking](#)

[The key ingredients of design thinking and its five stages](#)

[Business designers become the architects of business modeling](#)

[What's next? The rise of Business Engineering](#)

[Dunning Kruger Effect To Get Tuned With Your Business](#)

[Understanding the Dunning-Kruger effect](#)

[The Dunning-Kruger effect in business](#)

[Key takeaways:](#)

[Dynamic Pricing To Better Target Your Customers' Segments](#)

[When price tags didn't even exist](#)

[What is dynamic pricing?](#)

[Is dynamic pricing legal?](#)

[Technological changes are enabling dynamic pricing](#)

[How can you apply dynamic pricing to your business?](#)

[Other dynamic pricing examples](#)

[Amazon dynamic pricing](#)

[Airbnb smart pricing](#)

[Engines To Boot The Growth Machine For Your Business](#)

[What is sustainable growth for a startup?](#)

[How do customers drive sustainable growth?](#)

[The three engines of growth](#)

[The Sticky Engine of Growth](#)

[What are the key metrics to measure stickiness?](#)

[The Viral Engine of Growth](#)

[What's the key metrics to measure virality?](#)

[The Paid Engine of Growth](#)

[What's the key metrics to measure virality?](#)

[Experience Curve: When Experience Becomes Your Key Asset](#)

[Understanding the experience curve](#)

[Examples of the Experience Curve](#)

[Limitations to the Experience Curve](#)

[Key takeaways:](#)

[Feynman Technique To Explain The World](#)

[Understanding the Feynman technique](#)

[Benefits of the Feynman technique for businesses](#)

[Identifies gaps in knowledge](#)

[Useful in communicating traditionally text-heavy, complex ideas](#)

[Improves teaching skills](#)

[Key takeaways](#)

[First vs. Last-Mover Advantage](#)

[A business myth busted](#)

[Timing can make or break your business](#)

[Why Metcalfe's law like so much the last mover](#)

[Peter Thiel's law](#)

[Will this business be around a decade from now?](#)

[How to build a monopoly in four steps](#)

[Start small to monopolize](#)

[Scale-up](#)

[Stop with the BS of disruption](#)

[Be like a chess player, think about the endgame](#)

[Key takeaway: the last-mover \(in some cases\) takes it all](#)

[A few other considerations about first mover vs. latecomer](#)

[Fishbone Diagram \(Root Cause Analysis\)](#)

[Understanding the Fishbone Diagram](#)

[How to use the Fishbone Diagram](#)

[Fishbone Diagram best practices](#)

[Creative a diverse team](#)

[Clarify the major cause categories](#)

[Keep it \(relatively\) simple](#)

[Key takeaways](#)

[Flywheel And Platform Business Models](#)

[Breaking down Amazon Virtuous Cycle](#)

[Find your flywheel](#)

[Key takeaway](#)

[Gamification To Grow Your Business](#)

[Why gamification matters in business](#)

[Breaking down gamification](#)

[Applications of gamification](#)

[Drawbacks of gamification](#)

[The Hook Model To Further Gamify Your Product Experience](#)

[Key takeaways](#)

[GAP Analysis To Enable Your Long-Term Vision](#)

[Gap analysis to structure an effective action plan](#)

[Gap analysis to identify focus areas](#)

[Gap analysis and process improvement](#)

[Gap analysis and KPIs](#)

[McKinsland](#)

[GE McKinsey Matrix To Prioritize On Successful Business Units](#)

[Understanding the GE McKinsey Matrix](#)

[Structure of the GE McKinsey Matrix](#)

[Drivers of the GE McKinsey Matrix](#)

[Strategic implications](#)

[Growth/investment strategy](#)

[Hold strategy](#)

[Harvest strategy](#)

[Divest](#)

[Key takeaways:](#)

[McKinsey Horizon Model To Innovate In The Long-Run](#)

[Understanding the McKinsey Horizon Model](#)

[Using the McKinsey Horizon Model in practice](#)

[First horizon](#)

[Second horizon](#)

[Third horizon](#)

[Key takeaways](#)

[McKinsey 7-S Model To Align Your Business](#)

[Understanding the McKinsey 7-S Model](#)

[Hard elements](#)

[Soft elements](#)

[Using McKinsey's 7-S Model in practice](#)

[Key takeaways:](#)

[Growth Hacking To Accelerate The Pace](#)

[What happens when you use Growth Hacking?](#)

[What is Growth Hacking and what is not](#)

[Growth hacking is not a one-time marketing trick](#)

[Growth hacking is not a single person endeavor \(unless you run a solo-business\)](#)

[Growth hacking is not marketing without a budget](#)

[The Growth Hacking Mindset](#)

[Emphasizing growth as a process](#)

[The Growth Hacking method](#)

[What are some of the prerequisites of an effective growth hacking strategy?](#)

[A multidisciplinary team is the rule of thumb](#)

[Must-have product or service](#)

[Manufacturing the aha experience](#)

[Finding your North Star!](#)

[Switching on the engines of growth](#)

[Iteration and continuous discovery and innovation](#)

Key takeaways

Guerrilla Marketing For Low-Cost High-Impact Marketing

Understanding guerrilla marketing

Types of guerrilla marketing

Outdoor/street

Indoor

Experiential

Key takeaways

Hambrick & Fredrickson Strategy Diamond

Understanding Hambrick and Fredrickson's Strategy Diamond

Arenas

Differentiators

Economic logic

Vehicles

Staging and pacing

Key takeaways:

Horizontal Integration: Expanding Your Business Horizontally

When and why horizontal expansion makes sense?

What are the potential drawbacks of horizontal integration?

Horizontal integration case studies

UberEats' acquisition of Postmates to stay competitive in the meal delivery industry

TikTok acquisition of Musical.ly and its rebranding

Inbound Marketing To Build Your Community

Why is inbound marketing important?

An example of inbound marketing methodology

Attract

Convert

Close

Delight

Key takeaways

Influencer Marketing To Build Your Brand

Influencer marketing explained

Why is influencer marketing important?

Examples of influencer marketing

Key takeaways

Kaizen's Framework For Continuous Improvement

Why does Kaizen matter to your business?

History of Kaizen

What is Kaizen?

Principles of Kaizen

1. Small incremental changes

2. Employees are active participants and provide ideas and solutions

3. Accountability and ownership of new processes/changes

4. Feedback, dialogue, open communication

5. Active monitoring and measuring of changes – positive or negative impact

Marketing Personas To Identify Your Key Customers

Developing a marketing persona

Benefits of marketing personas

[Understanding customer needs](#)

[Understanding customer behavior](#)

[Higher quality leads](#)

[Consistency in marketing message](#)

[Key takeaways:](#)

[Maslow's Hierarchy of Needs To Understand Your Audience](#)

[Understanding Maslow's Hierarchy of Needs in a marketing context](#)

[Physiological](#)

[Safety](#)

[Belonging](#)

[Self-esteem](#)

[Self-actualization](#)

[Key takeaways:](#)

[MECE Framework As A Scenario Analysis](#)

[Understanding the MECE framework](#)

[Mutually exclusive](#)

[Collectively exhaustive](#)

[Five steps to developing a MECE hypothesis](#)

[Applications of the MECE framework](#)

[Multi-Level Marketing To Build Your Scalable Referral Machine](#)

[The difference between multi-level marketing and pyramid schemes](#)

[Examples of successful multi-level marketing businesses](#)

[Advantages and disadvantages of multi-level marketing](#)

[Advantages](#)

[Disadvantages](#)

[Key takeaways](#)

[Net Promoter Score: Is Your Product A Must-Have?](#)

[Why does the Net Promoter Score matter?](#)

[How is the Net Promoter Score calculated?](#)

[Promoters](#)

[Passives](#)

[Detractors](#)

[How do you compute the Net Promoter Score?](#)

[Clarifies customer satisfaction and marketing liabilities](#)

[Encourages employee investment and provides a relevant benchmark](#)

[Fuels organic growth by identifying loyal customers](#)

[Allows your marketing strategy to be trackable](#)

[Key takeaways](#)

[New Product Development Framework](#)

[Why product development matters](#)

[1. Idea Generation](#)

[2. Idea Screening](#)

[3. Concept Testing](#)

[4. Business Case Analysis](#)

[5. Product development](#)

[6. Test marketing](#)

[7. Commercialization](#)

[8. Post Launch Review](#)

[Key takeaways](#)

[Occam's Razor To Remembers That Simplicity Works](#)

[Understanding Occam's Razor](#)

[Real-world examples of Occam's Razor](#)

[Key takeaways:](#)

[OKR To Achieve 10x Goals At An Organizational Level](#)

[A glance at the OKR system](#)

[Focus and Commit to priorities](#)

[Align and connect for teamwork](#)

[Track for accountability](#)

[Stretch for amazing](#)

[How is OKRs different from MBOs?](#)

[The OKR cycle](#)

[OKR scoring system](#)

[The simple way](#)

[OKR example](#)

[The advanced approach](#)

[OKR vs. KPI](#)

[OKR vs. SMART Goals](#)

[OKR vs balanced scorecard](#)

[OKR and 10x: Moonshot thinking as a way to renew your business model](#)

[Open Innovation To Scale Your Company](#)

[Understanding open innovation](#)

[Types of open innovation](#)

[Advantages and disadvantages of open innovation](#)

[Advantages](#)

[Real-world examples of open innovation](#)

[Key takeaways:](#)

[Partnership Marketing To Expand While Adding More Value](#)

[Why and when partnership marketing makes sense](#)

[The Pinterest Shopify's app case study](#)

[In a well executed Partnership Marketing agreement everyone wins](#)

[PESTEL Analysis To Map The Macro-Context](#)

[Why does a PESTEL analysis matter?](#)

[What are the critical components of a PESTEL analysis?](#)

[Amazon PESTEL Analysis](#)

[Political](#)

[Economic](#)

[Social](#)

[Technological](#)

[Environmental](#)

[Legal](#)

[Key takeaways:](#)

[PESTEL Analysis vs. Porter's Five Forces](#)

[Pirate Metrics To Build Your Sales Funnels](#)

[How does the AARRR \(pirate\) funnel work?](#)

[Acquisition](#)

[Activation](#)

[Retention](#)

[Revenue](#)

[Referral](#)

[Poka Yoke For Top Quality Control](#)

[Understanding poka-yoke](#)

[The six principles of poka-yoke](#)

[Benefits of poka-yoke principles for businesses](#)

[Improved profitability](#)

[Improved productivity](#)

[Simplification of smaller, error-prone tasks](#)

[Key takeaways:](#)

[Porterland](#)

[Porter's Five Forces To Map Your Industry](#)

[Breaking down Porters' five forces](#)

[Competitive rivalry](#)

[Barriers to entry](#)

[Bargaining power of suppliers](#)

[Bargaining power of customers](#)

[Threats of substitute products or services](#)

[Are Porter's five forces still relevant today?](#)

[Competitive Advantage and Generic Strategies](#)

[Quick intro do generic strategies](#)

[Be a cost leader, differentiator, focuser or die..](#)

[Getting stuck in the middle](#)

[Porter's Value Chain Model](#)

[Understanding Porter's Value Chain Model](#)

[The primary activities of Porter's Value Chain Model](#)

[1. Inbound logistics](#)

[2. Operations](#)

[3. Outbound logistics](#)

[4. Marketing and sales](#)

[5. Services](#)

[Secondary activities](#)

[1. Company infrastructure](#)

[2. Human resource management](#)

[3. Research and development](#)

[4. Procurement](#)

[Key takeaways:](#)

[Porter's Diamond Model](#)

[Understanding Porter's Diamond Model](#)

[The four characteristics of Porter's Diamond Model](#)

[1. Firm Strategy, Structure and Rivalry](#)

[2. Factor conditions](#)

[3. Demand conditions](#)

[4. Related and supporting industries](#)

[Criticisms of Porter's Diamond Model](#)

[Key takeaways:](#)

[Porter's Four Corners Analysis](#)

[Understanding the Four Corners Analysis](#)

[Implementing a Four Corners Analysis](#)

[Motivation – Drivers](#)

[Motivation – Management Assumptions](#)

[Actions – Strategy](#)

[Actions – Capabilities](#)

[Key takeaways:](#)

[Product/Market Fit? Better Problem/Solution Fit](#)

[Problem/Solution Fit comes first](#)

[Key takeaways](#)

[Profitability Framework To Narrow Down Financial Issues](#)

[Profitability analysis framework explained](#)

[Narrow The Problem](#)

[Step 1: Clarify the objective/target.](#)

[Step 2: You start breaking down the case in your head.](#)

[Step 3 You drill down the revenues.](#)

[Relationship Marketing To Move From Awareness To Loyalty](#)

[Understanding relationship marketing](#)

[Examples of relationship marketing](#)

[The importance of relationship marketing](#)

[Key takeaways:](#)

[RTVN To Build Your Business Model From Scratch](#)

[What are the SHaRP resources and why do they matter?](#)

[What's the customer journey map and why does it matter?](#)

[What's a business model narrative, and why it is essential?](#)

[Sales Funnels And Flywheels](#)

[Have sales funnels ever existed in the real world?](#)

[Shortening the sales cycle](#)

[Key takeaways](#)

[Scenario Planning To Identify Uncertainties](#)

[Understanding scenario planning](#)

[Implementing scenario planning](#)

[Step 1: Identify the driving forces](#)

[Step 2: Identify uncertainties](#)

[Step 3: Develop plausible scenarios](#)

[Step 4: Discuss the implications](#)

[Key takeaways:](#)

[Scrum: Borrow It For Better Project Management](#)

[Trust the process](#)

[Heavyweight vs.lightweight software development](#)

[Agile manifesto: the guiding principles of Scrum methodology](#)

[What are the benefits of using Scrum?](#)

[The Scrum elements](#)

[The Scrum Team](#)

[Scrum Events \(so-called Ceremonies\)](#)

[Scrum Artifacts](#)

[Scrum Rules](#)

[Scrum guide](#)

[Key takeaways](#)

[Switching Costs As Friction For Your Product Adoption](#)

[Why switching costs matter](#)

[Switching costs go beyond price and money](#)

[Building up moats](#)

[Monetary switching costs](#)

[Non-monetary switching costs](#)

[Low vs. high switching costs](#)

[The Experience Curve](#)

[Understanding the experience curve](#)

[Examples of the Experience Curve](#)

[Limitations to the Experience Curve](#)

[Key takeaways:](#)

[Tipping Point Leadership For A Strategic Shift](#)

[Understanding Tipping Point Leadership](#)

[The archetypal example of Tipping Point Leadership](#)

[The four key hurdles of Tipping Point Leadership](#)

[1. Cognitive hurdles](#)

[2. Resource hurdles](#)

[3. Motivational hurdles](#)

[4. Political hurdles](#)

[Key takeaways](#)

[TQM Framework To Align Employees And Customers](#)

[Understanding the TQM framework](#)

[8 principles of Total Quality Management](#)

[1. Customer-focused](#)

[2. Employee engagement](#)

[3. Process approach](#)

[4. System integration](#)

[5. Strategic and systematic approach](#)

[6. Continual improvement](#)

[7. Decision-making based on facts](#)

[8. Communication](#)

[Key takeaways:](#)

[Transitional Business Models To Gain First-Stage Traction](#)

[Tesla: from electric sport's car to everyone's electric car](#)

[The transitional business model in a nutshell](#)

[Key takeaway](#)

[Triple Bottom Line \(TBL\) To Build A Sustainable Business Model](#)

[Understanding the Triple Bottom Line](#)

[The three Ps of the TBL theory](#)

[1. People](#)

[2. Planet](#)

[3. Profit](#)

[Advantages and disadvantages of the Triple Bottom Line theory](#)

[Advantages](#)

[Disadvantages](#)

[Key takeaways](#)

[Unique Selling Proposition To Differentiate Your Product](#)

[Understanding a unique selling proposition](#)

[Elements of a strong USP](#)

[Examples of successful unique selling propositions](#)

[Death Wish Coffee](#)

[Voodoo Doughnut](#)

[Key takeaways:](#)

[Value Stream Mapping To Build A Solid Supply Chain](#)

[Understanding value stream mapping](#)

[Three components of every value stream map](#)

[Advantages and disadvantages of value stream mapping](#)

[Advantages](#)

[Disadvantages](#)

[Key takeaways:](#)

[Value Disciplines For A Solid Business Model](#)

[The three key areas of the Value Disciplines Model](#)

[Customer intimacy](#)

[Product leadership](#)

[Operational excellence](#)

[Limitations to the Value Disciplines Model](#)

[Key takeaways:](#)

[Vertical Integration To Cover The Whole Supply Chain](#)

[Vertical integration in the physical world](#)

[Google vertical integration explained](#)

[Atoms vs. bits](#)

[Google and the supply chain of data](#)

[Google business of collecting data](#)

[From the search page to the voice assistant](#)

[VMOST: From Short-Term Execution To Long-Term Vision](#)

[Understanding the VMOST Analysis](#)

[Vision](#)

[Mission](#)

[Objectives](#)

[Strategies](#)

[Tactics](#)

[Advantages and disadvantages of the VMOST Analysis](#)

[Advantages](#)

[Disadvantages](#)

[Key takeaways](#)

[VRIO To Identify Your Competitive Advantage](#)

[Understanding the VRIO framework](#)

[Examples of the VRIO framework in business](#)

[Key takeaways:](#)

[VTDF Framework To Dissect Any Tech Business Model](#)

[VTDF Business Model Template](#)

[Value model](#)

[Value propositions](#)

[Mission and vision](#)

[Technological model And R&D Management](#)

[Distribution Model](#)

[Financial model](#)

[Revenue model](#)

[Cost structure](#)

[Profitability](#)

[Cash generation and management](#)

[Key takeaways](#)

[Webrooming / Showrooming](#)

[What is Showrooming?](#)

[What is Webrooming? Reverse showrooming in a nutshell](#)

[Is there a winner?](#)

[Speed-Reversibility Matrix To Prioritize Your Bets](#)

[When do you need data?](#)

[Understanding optionality and reversibility](#)

[Assessing the worst-case scenario](#)

[Slow-decision making mode](#)

[Gradual rollout mode](#)

[Multiple experiments mode](#)

[Fast mode](#)

[Key takeaways](#)

[Conclusions](#)