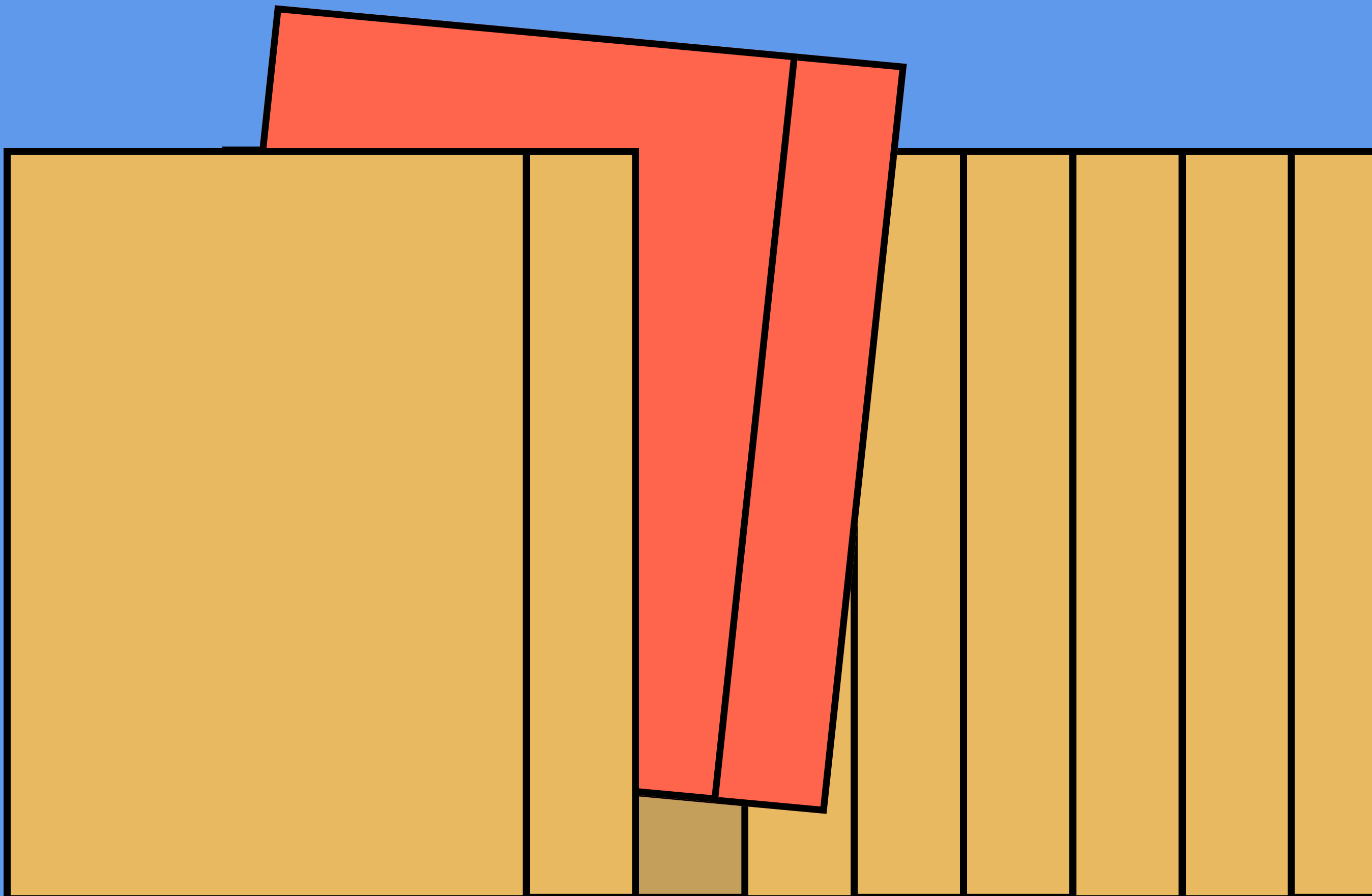


Give yourself a Design MBA (in 6 months) by reading these books:



Alen Faljic
CEO at d.MBA





Alen Faljic
CEO at d.MBA

Hey, I'm Alen.

I run an online Design MBA program (for 7 years).
I was a business designer at IDEO (for 2+ years).
I received a BSc & MSc in business & innovation.

And I've read more than 100+ business books.

So, I curated a 6-month Design MBA curriculum
to save you \$50k+ in tuition & years of reading:



Alen Faljic
CEO at d.MBA

The 6-month Design MBA has 12 books.

Every 2 weeks, you'll read a book about:

1. Business Strategy
2. Business Fundamentals
3. Business Models
4. Data Analytics
5. Growth Hacking
6. Negotiation
7. Strategy
8. Category Design
9. Goal Setting & Performance Measurement
10. Competitive Strategy & Analysis
11. Efficiency & Error Reduction
12. Business Numeracy

Here's your 6-month Design MBA:



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CEO at d.MBA

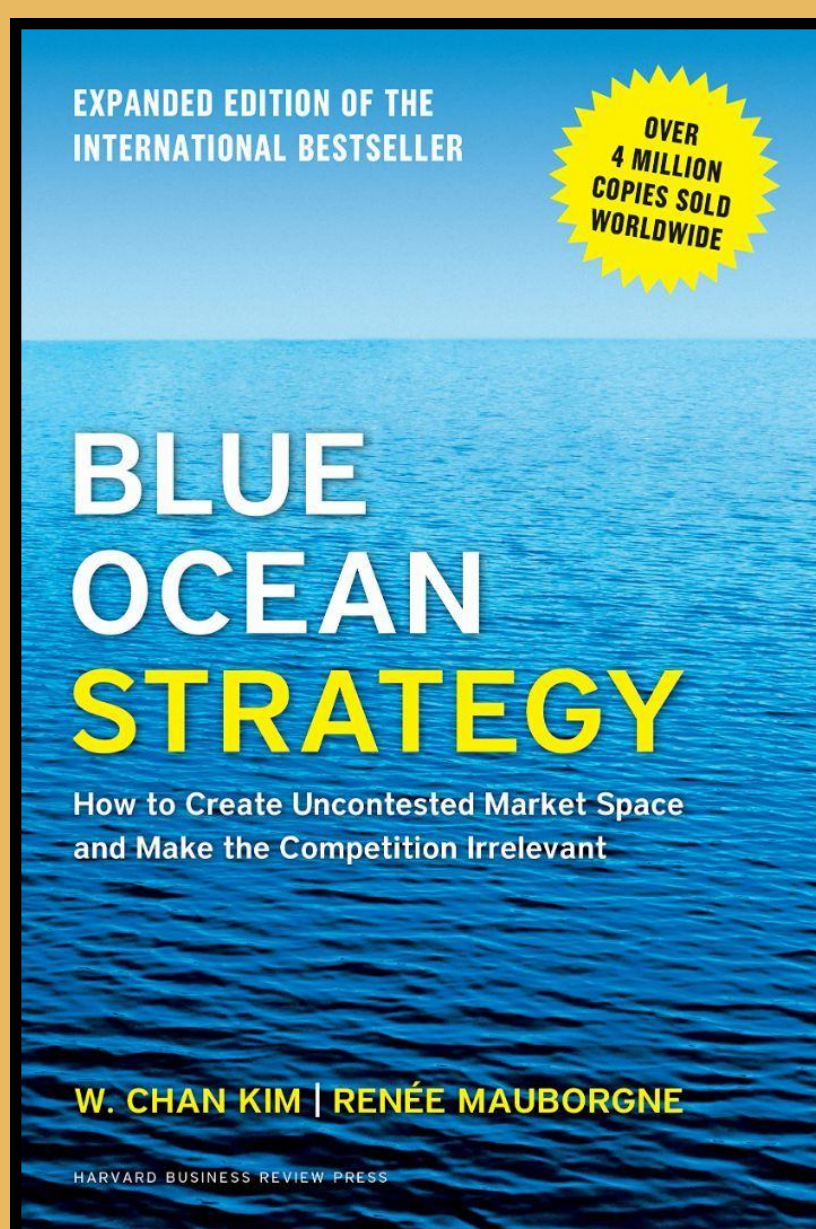
Week 1 & 2

Blue Ocean Strategy by W. Chan Kim and Renee A. Mauborgne

Topic: Business Strategy

Lessons:

- Design products that have no competition
- Connect user wants with business strategy
- Learn what to design and what not to design



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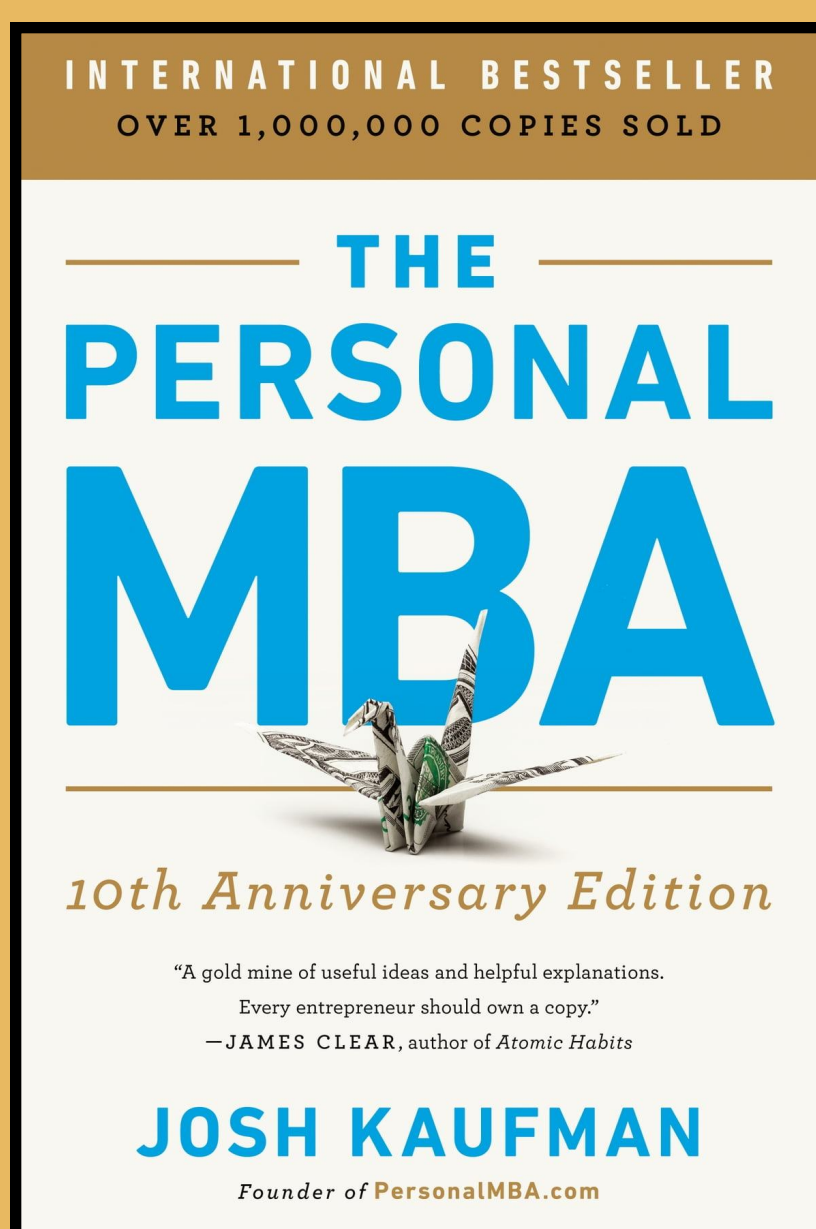
Week 3 & 4

The Personal MBA by Josh Kaufman

Topic: Business Fundamentals

Lessons:

- Stick with simple business terms, not jargon
- Mental models boost your decision-making
- Business skills require systematic application & revision



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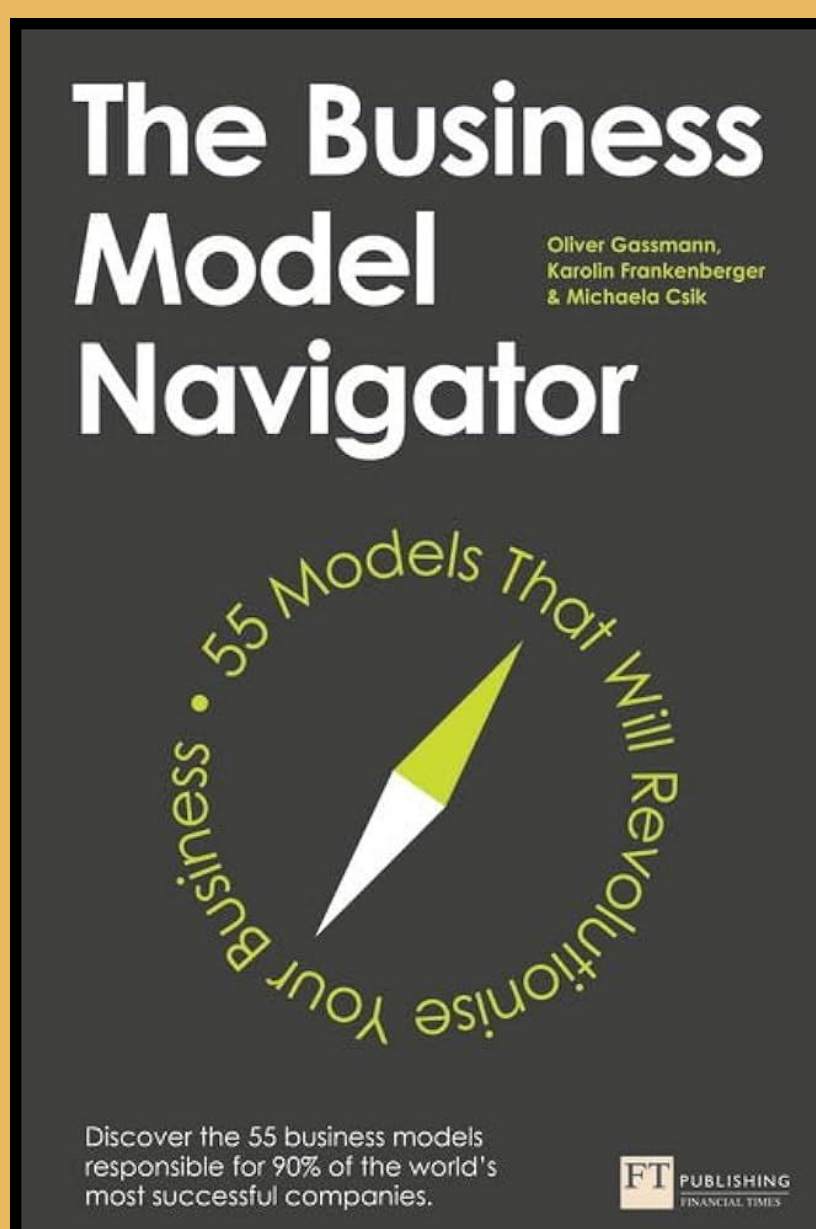
Week 5 & 6

The Business Model Navigator by Michaela Csik, Oliver Gassmann, Karolin Frankenberger

Topic: Business Models

Lessons:

- Learn how to design & test business models
- Study patterns of the best business models
- Know the business model of your company



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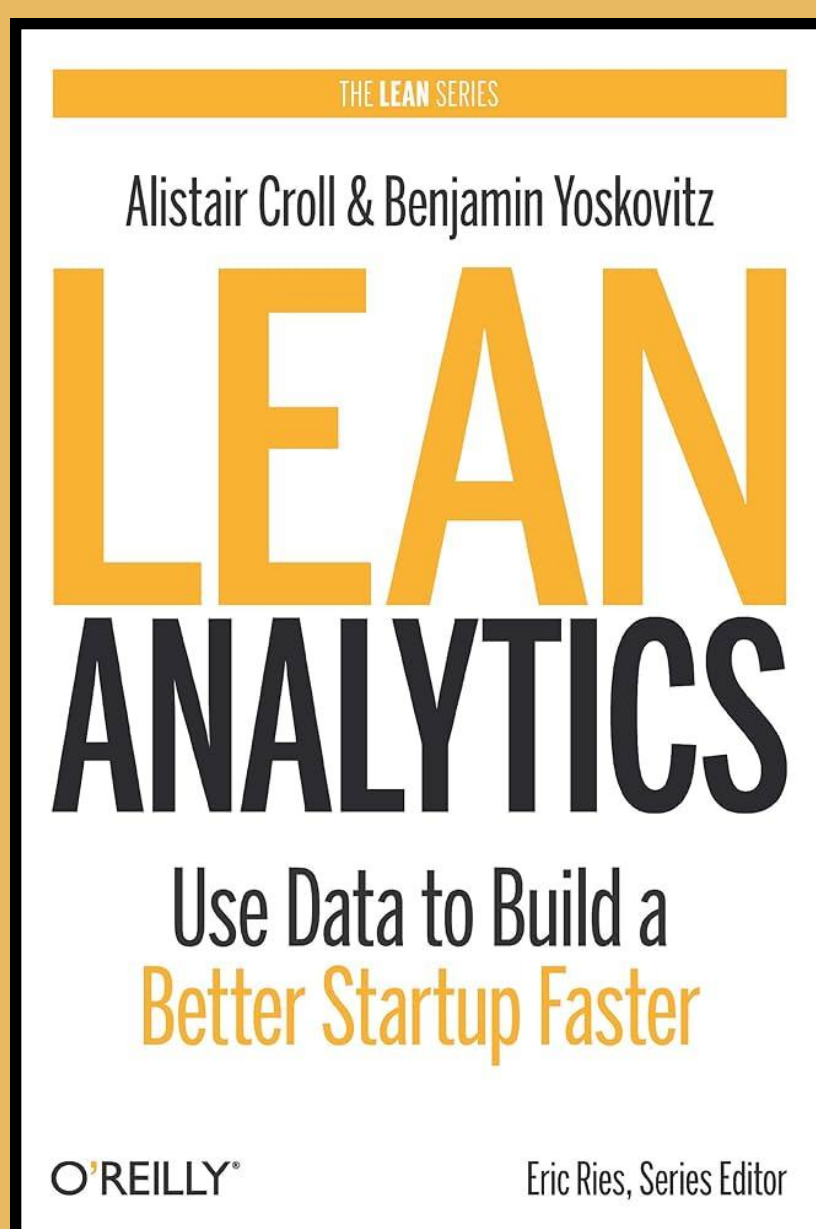
Week 7 & 8

Lean Analytics by Alistair Croll, Benjamin Yoskovitz

Topic: Data Analytics

Lessons:

- Use data to drive decision-making
- Always strive for rapid iteration
- Measure what truly matters



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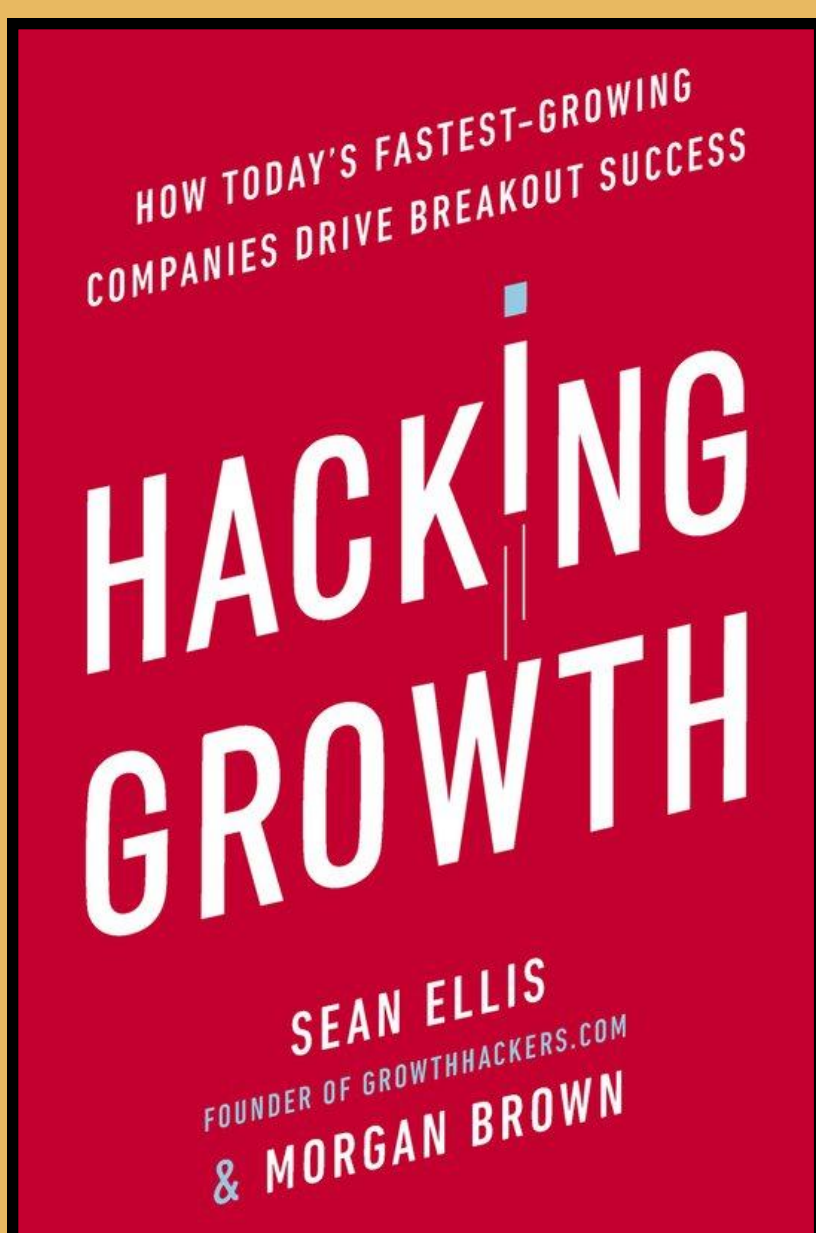
Week 9 & 10

Hacking Growth by Morgan Brown, Sean Ellis

Topic: Growth Hacking

Lessons:

- Cross-functional collaboration fosters growth
- Prioritize customer engagement for growth
- Drive growth rapid experimentation



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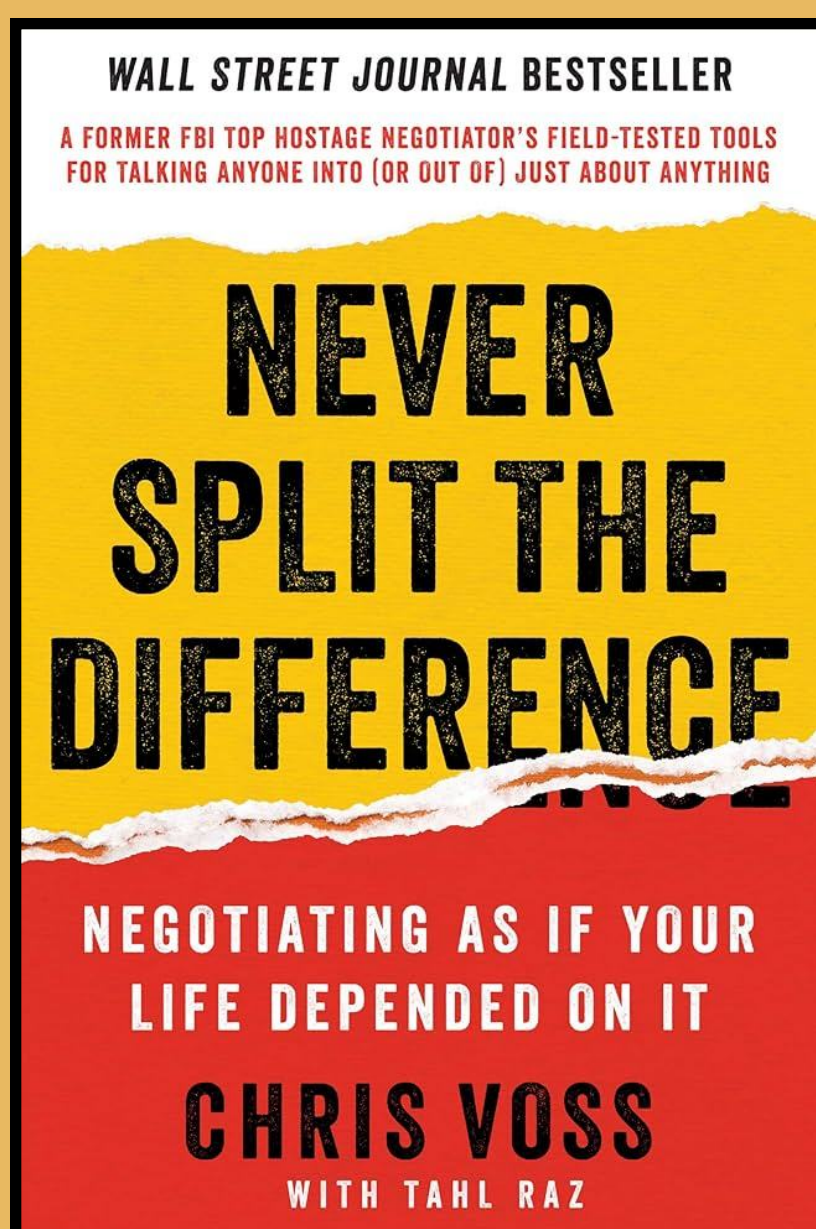
Week 11 & 12

Never Split the Difference by Chris Voss.

Topic: Negotiation

Lessons:

- Build trust by listening & acknowledging
- Develop connections with deeper empathy
- Use thoughtful questions to uncover shared goals & reach collaborative solutions



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Week 13 & 14

Good Strategy Bad Strategy by Richard Rumelt

Topic: Strategy

Lessons:

- Diagnose core ingredients of great strategies
- Shape strategy plan
- Align design actions with strategy





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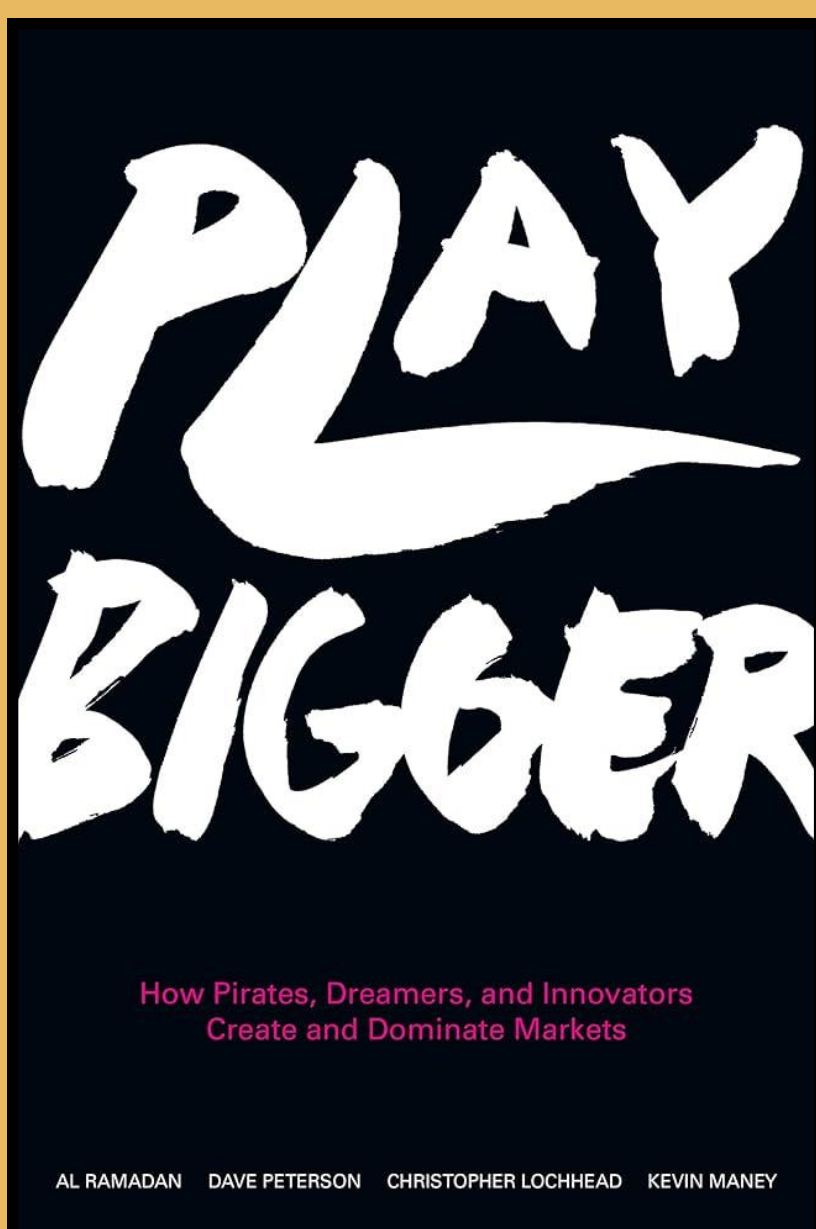
Week 15 & 16

Play Bigger by Al Ramadan, Dave Peterson, Christopher Lochhead, and Kevin Maney

Topic: Category Design

Lessons:

- Category design makes or breaks a business
- Design a narrative to define your category
- Execute consistently to reinforce a vision



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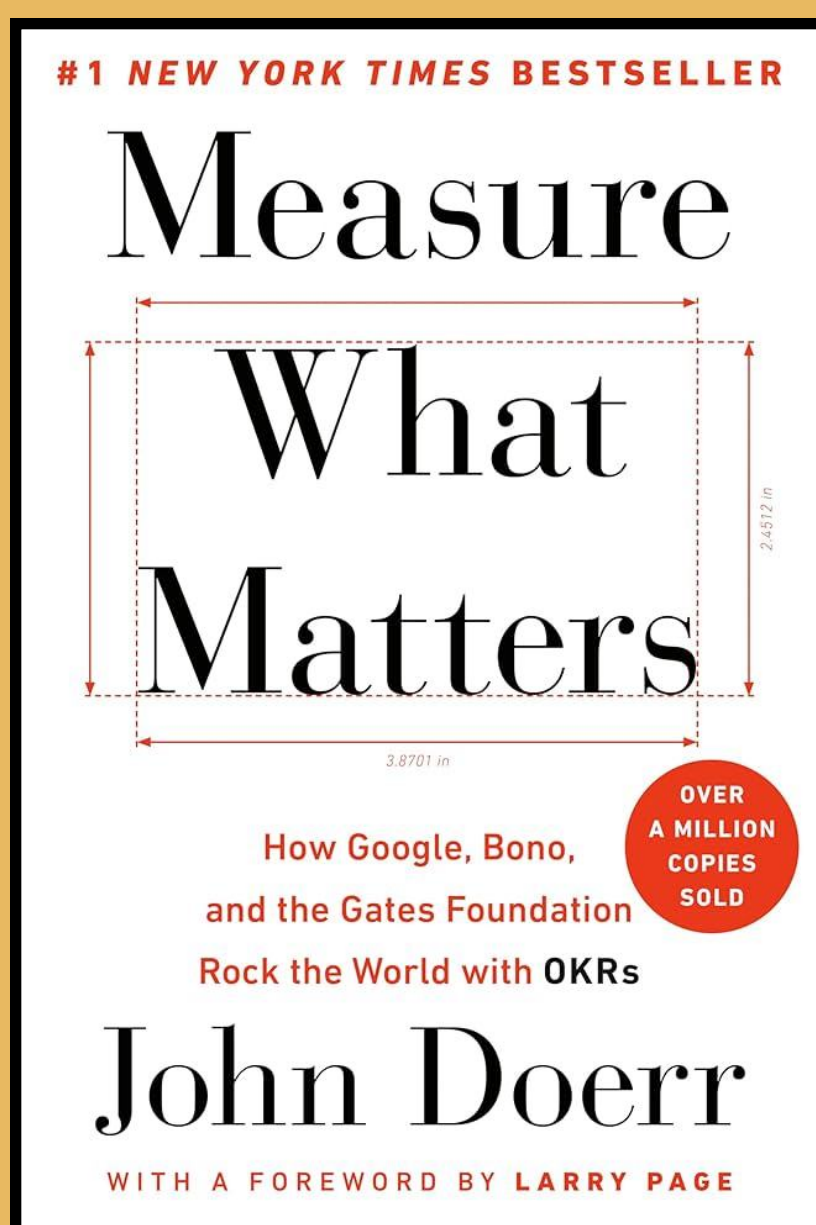
Week 17 & 18

Measure What Matters: by John Doerr

Topic: Goal Setting & Performance
Measurement

Lessons:

- Implement Objectives & Key Results (OKRs)
- Align design team goals with an org's vision
- Use measurable goals to track progress & achieve success



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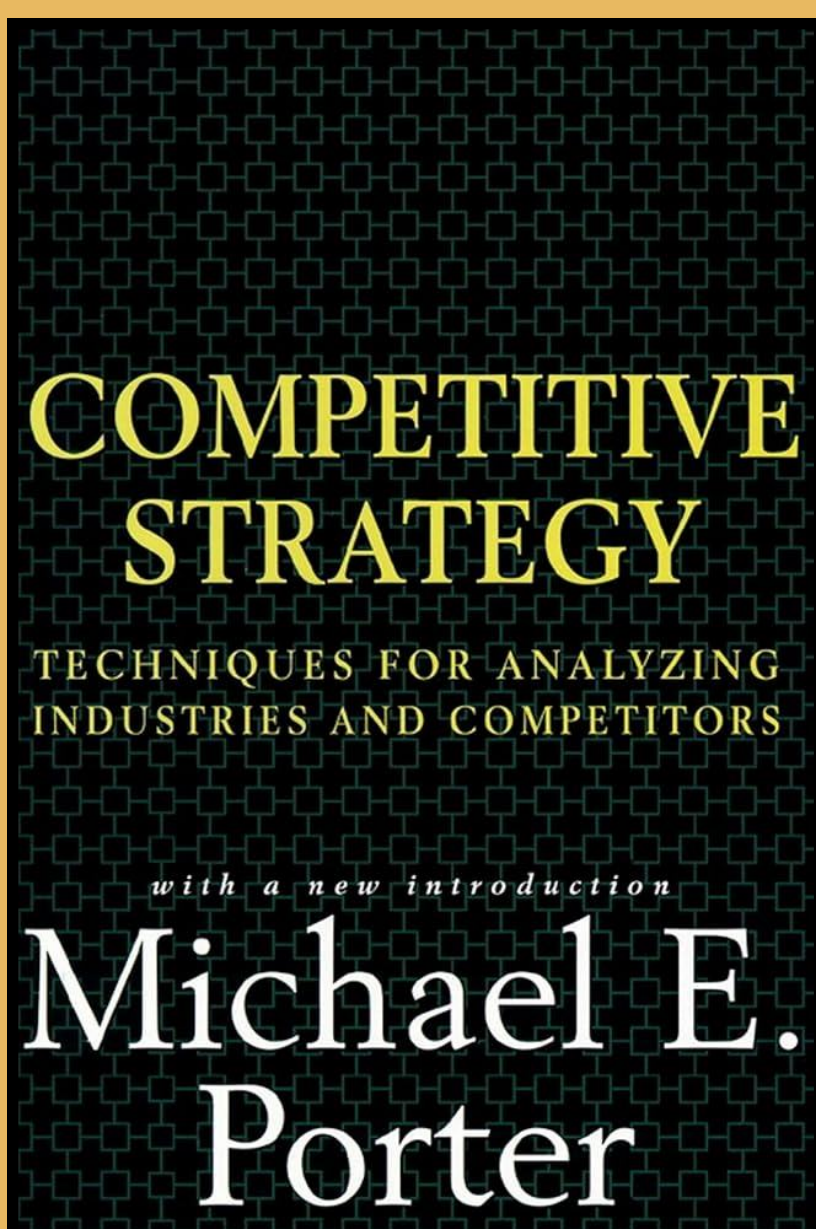
Week 19 & 20

Competitive Strategy by Michael Porter

Topic: Competitive Strategy & Analysis

Lessons:

- Understand the industry in which you design
- Continuously innovate to keep competitive advantage
- Learn who you are designing against



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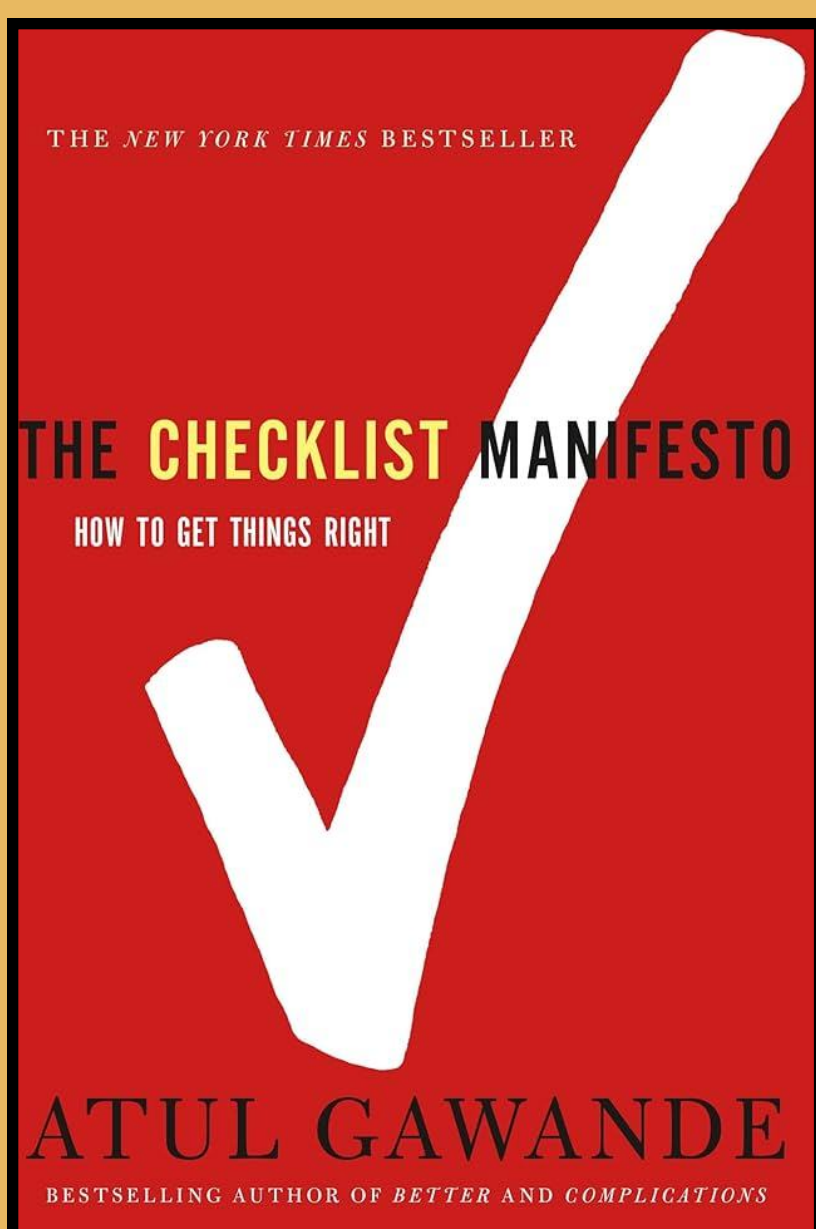
Week 21 & 22

The Checklist Manifesto by Atul Gawande

Topic: Efficiency and Error Reduction

Lessons:

- Use checklists to manage complex design processes and reduce errors
- Boost design performance with systematic workflows
- Guide your operations with clear checklists



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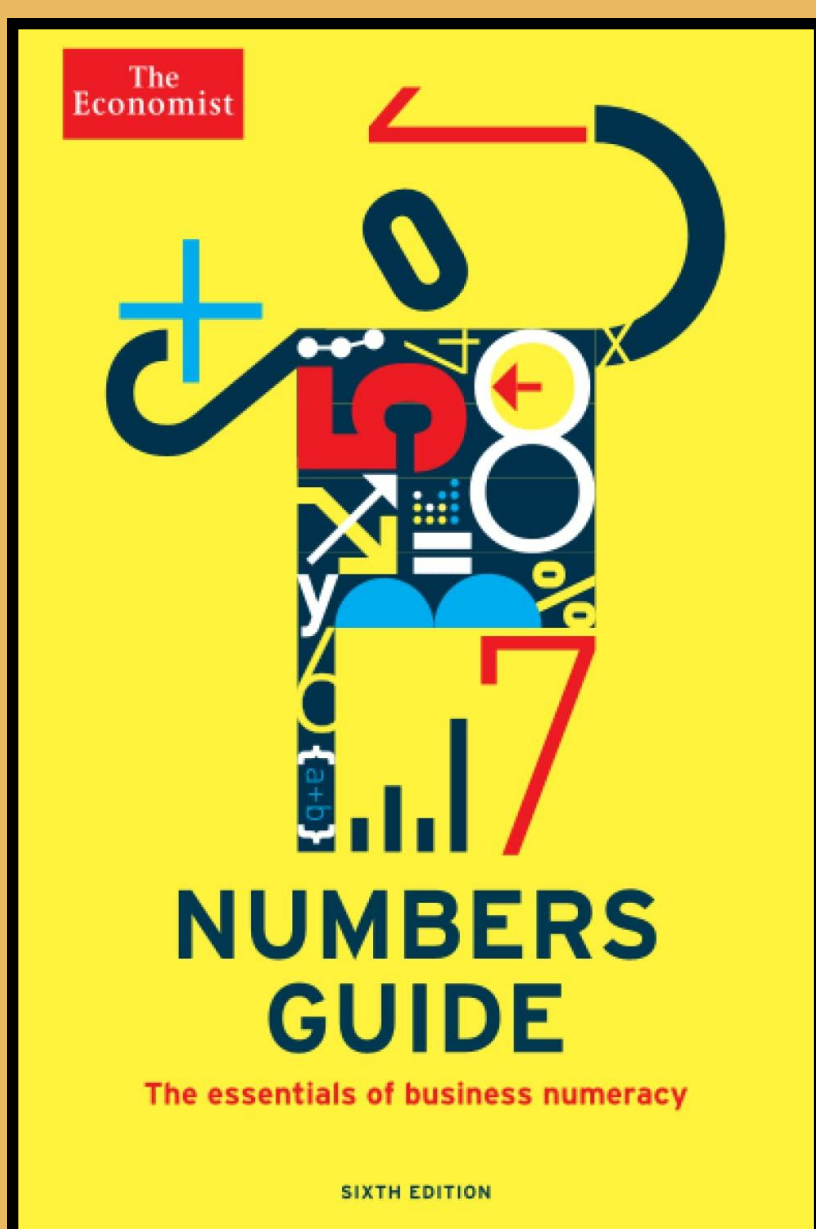
Week 23 & 24

Numbers Guide by The Economist

Topic: Business Numeracy

Lessons:

- Use quantitative data to assess business and design problems
- Master numeracy skills for business and decision-making
- Use data analysis for strategic decisions



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Read 30 mins/day for your 6-month Design MBA:



Thanks for reading.

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