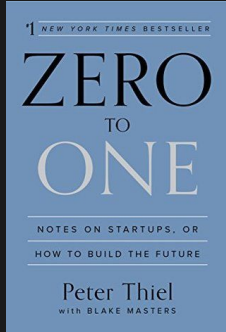


How to give yourself a Personal MBA (in 6 months)

Read 2 books a month. Get 90% of the MBA knowledge. Avoid spending \$150k. All it takes? Read 30 mins/day.

Month 1

Strategy

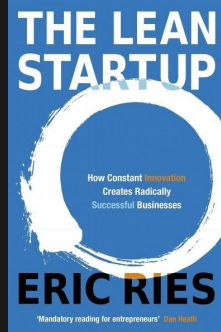


"What important truth do very few people agree with you on?"

Lessons:

- Escape competition
- Being contrarian creates value
- Go from "0 to 1," not from "1 to n"

Entrepreneurship



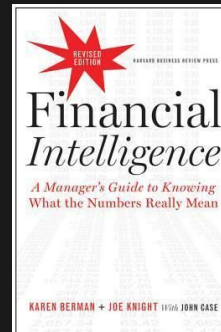
"We must learn what customers really want, not what they say they want or what we think they should want."

Lessons:

- Build minimum viable products
- When in doubt, simplify
- Get feedback + learn fast to win

Month 2

Finance/Accounting

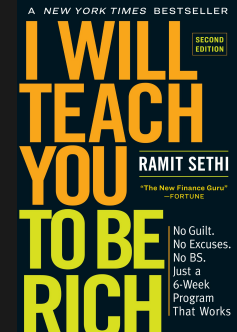


"Profit \neq Cash (and you need both)."

Lessons:

- Learn to read financial statements (Income, Balance Sheet, Cash Flow)
- Fund projects based on expected ROI

Personal Finance



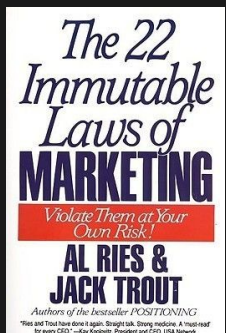
"Spend extravagantly on the things you love, and cut costs mercilessly on the things you don't."

Lessons:

- Get clear about your "Rich Life"
- Save/invest before you see the \$\$
- Create an automated money system

Month 3

Marketing

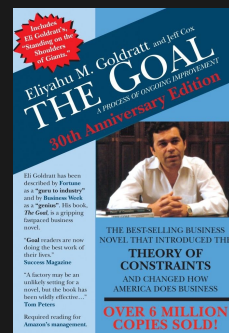


"Marketing is a battle of perceptions, not products."

Lessons:

- Perception is reality
- Own a word/category to boost brand
- Follow the 22 law checklist

Operations



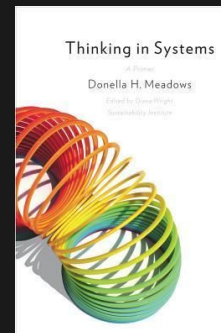
"The capacity of the plant is equal to the capacity of its bottlenecks."

Lessons:

- Identify and exploit bottlenecks
- Increase net profit + increase ROI + increase cash flow

Month 4

Systems Thinking

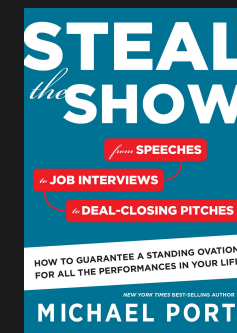


"A system must consist of three kinds of things: elements, inter-connections, and a function or purpose."

Lessons:

- 12 leverage points change a system
- Purposes are deduced from behavior
- Create feedback loops

Public Speaking



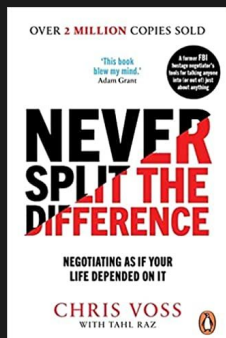
"By raising the stakes, you adjust to being comfortable with discomfort."

Lessons:

- Cut out filler words by practicing
- Use pauses for impact
- Act "as if" to build confidence

Month 5

Negotiation

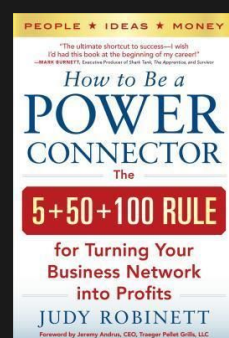


"He who has learned to disagree without being disagreeable has discovered the most valuable secret of negotiation."

Lessons:

- Prepare your best alternative ahead
- Let your counterpart offer first
- Ask open-ended questions

Networking



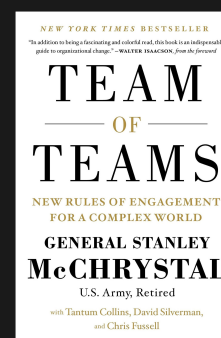
"Skill is fine, and genius is splendid, but the right contacts are more valuable than either."

Lessons:

- Your network is your net worth
- Choose your environment wisely
- Follow the 5+50+100 Rule

Month 6

Leadership

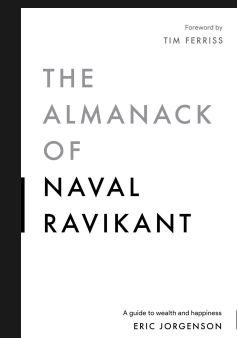


"Purpose affirms trust, trust affirms purpose, and together they forge individuals into a working team."

Lessons:

- The world is complex and chaotic
- Resiliency and adaptability are crucial
- Leaders create more leaders

Productivity/Effectiveness



"No one can compete with you on being you."

Lessons:

- Money and happiness are skills
- A good reputation is invaluable
- Too many to list here – just read it

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