



Mastery Journal Timeline

Mastery: Personal Development & Leadership

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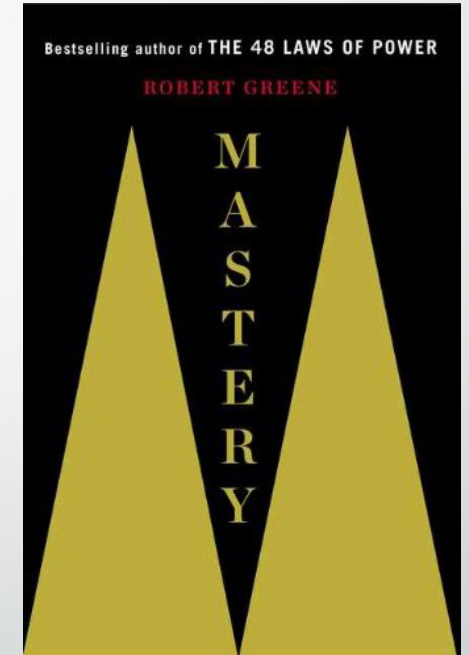
Course Code: MDL 510

Goal:

Find the best ways to adapt and move toward my mastery in the creative web industry. Better understand how other masters achieved mastery. Find out ways to cope with the challenges on my way to becoming a master.

Strategies:

1. Complete Greene's Mastery Book
2. Continue to follow Greenes advice and learn to use it
3. Watch and take notes on "Harvard i-lab | Startup Secrets: Mastering the Gift of Mutual Mentorship"
<https://www.youtube.com/watch?v=DWVCWP16iVo>



Creativity & Innovation

Course Code: IEN 515

Goal:

Better understand ways of attracting potential clients and stakeholders.

Strategies:

1. Read and study "The Lean Startup" by Eric Ries
2. Review and study all course materials
3. Read and take notes on "Creativity & Innovation Coaching"
<http://www.creativityatwork.com/creativity-innovation-coaching/>

CREATIVITY IS
THINKING UP
NEW THINGS.

INNOVATION
IS DOING
NEW THINGS.

DEJOST.COM

Business Venture Research

Course Code: IEN 551

Goal:

Better understand the research and resources obtainable for my business.

Strategies:

1. Read and study "Valuation of Internet Start-ups: An Applied Research on How Venture Capitalists value Internet Start-ups" by Jean-Baptiste Flancies
2. Review and study all course materials
3. Read and take notes on "How to research a business opportunity"
<http://www.entrepreneur.com/article/42940>



Product Design & Development

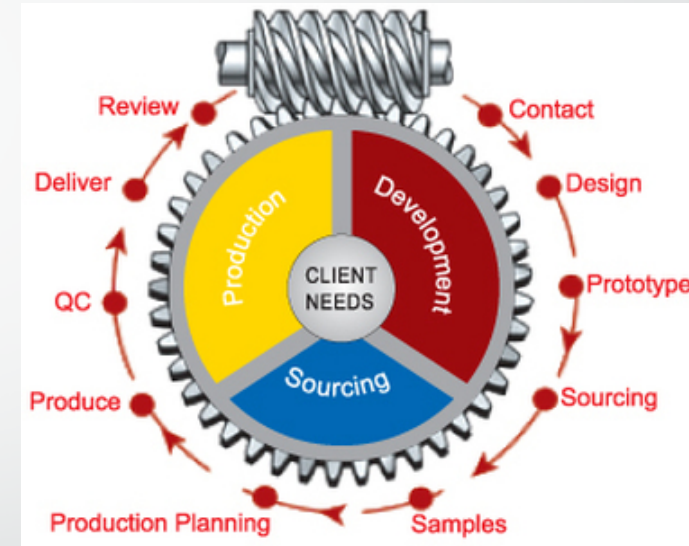
Course Code: IEN 540

Goal:

Better understand the correct process for launching new products and services.

Strategies:

1. Regularly read articles from <http://www.pddnet.com/>
2. Review and study all course materials
3. Read and take notes on "Product Design & Development"
<http://www.amazon.com/Product-Design-Development-5th-Edition/dp/0073404772>



Business Feasibility

Course Code: IEN 535

Goal:

Better understand market needs and conditions.

Strategies:

1. Complete small business tool kit
<http://toolkit.smallbiz.nsw.gov.au/part/20/100/455>
2. Review and study all course materials
3. Read and take notes on "Business Feasibility Study Outline"
http://bestentrepreneur.murdoch.edu.au/Business_Feasibility_Study_Outline.pdf



Business Model Development

Course Code: IEN 555

Goal:

Complete competitive business model and understand key concepts.

Strategies:

1. Read "How to create a winning business model"
<https://hbr.org/2011/01/how-to-design-a-winning-business-model>
2. Review and study all course materials
3. Read and take notes on "Business Model Generation"
http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf



Legal Issues for Entrepreneurs

Course Code: IEN 560

Goal:

Complete competitive business model and understand key concepts.

Strategies:

1. Read "Top Ten Legal Mistakes Made By Entrepreneurs"
<http://hbswk.hbs.edu/item/top-ten-legal-mistakes-made-by-entrepreneurs>
2. Review and study all course materials
3. Read and take notes on "The Entrepreneur's Guide to Business Law, 4th Edition"
<http://www.amazon.com/The-Entrepreneurs-Guide-Business-Edition/dp/0538466464>



Entrepreneurial Finance

Course Code: IEN 530

Goal:

Understand the correct and wrong ways to fund a startup.

Strategies:

1. Read "Entrepreneurial Finance"
<http://www.amazon.com/Entrepreneurial-Finance-Richard-L-Smith/dp/0471230723>
2. Review and study all course materials
3. Read "The Basics of Startup Financing"
<http://www.entrepreneur.com/article/52718>



Marketing Strategies for Entrepreneurs

Course Code: IEN 620

Goal:

Understand the best marketing strategies and how to implement them.

Strategies:

1. Read "Market Strategies"
<http://www.entrepreneur.com/article/25754>
2. Review and study all course materials
3. Read and use "50 best marketing strategies for small business"
<http://www.mikemichalowicz.com/the-50-best-marketing-strategies-for-small-business/>



Innovative Work Environments

Goal:

Understand the ways of creating a happy and productive work environment.

Strategies:

1. Read "WHAT MAKES FOR AN INNOVATIVE WORK ENVIRONMENT? "

<http://www.createlearnlive.com/blog/2014/7/19/what-makes-for-a-innovative-work-environment-the-components-of-the-workplace>

2. Review and study all course materials

3. Read and take notes on "Innovations in Office Design: The Critical Influence Approach to Effective Work Environments"

<http://www.amazon.com/Innovations-Office-Design-Influence-Environments/dp/0471730416>

Course Code: IEN 670



Business Model Implementation and Management

Course Code: IEN 68o

Goal:

How to affectively use created business model

Strategies:

1. Read "How to implement radical business models"
<http://hbswk.hbs.edu/item/top-ten-legal-mistakes-made-by-entrepreneurs>
2. Review and study all course materials
3. Read and take notes on "Business Model Management: Design - Instruments - Success Factors"
http://www.amazon.co.uk/Business-Model-Management-InstrumentsSuccess/dp/3834927929/ref=sr_1_8?s=books&ie=UTF8&qid=1297793736&sr=1-8



Business Model Presentation & Thesis

Course Code: IEN 699

Goal:

Wrap up everything learned and present model.

Strategies:

1. Read "Business Modeling for Increased Profitability"
<http://publications.lib.chalmers.se/records/fulltext/147045.pdf>
2. Review and study all course materials
3. Review example thesis such as "The Business Model in Context of Business Strategy "
http://essay.utwente.nl/62896/1/Thesis_Gaedicke_public.pdf

Business Model Diagram



Industry Leaders

Brad Frost

<http://bradfrostweb.com/>

Christian Heilmann

<http://christianheilmann.com/>

Elijah Manor

<http://www.elijahmanor.com/>

John Papa

<http://www.johnpapa.net/>

Paul Irish

<http://www.paulirish.com/>

Rob Eisenberg

<http://robeisenberg.com/>



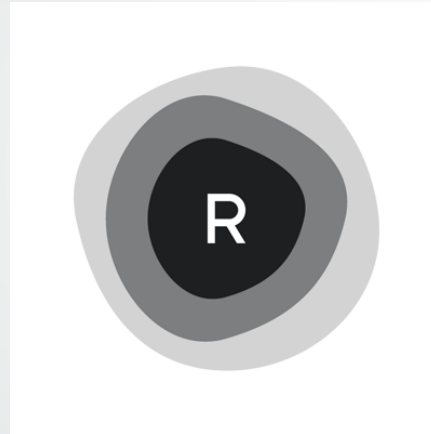
Clubs & Organizations

Entrepreneur Network - <https://orgsync.com/121511/chapter>

Creative Student Networking Group - <https://orgsync.com/57437/chapter>

Media Design Group - <https://orgsync.com/102263/chapter>

Companies to follow (the enemies)



iterationgroup **maxburst**

web design • development • marketing



Mentor Qualities

Willingness to communicate

Ability to listen

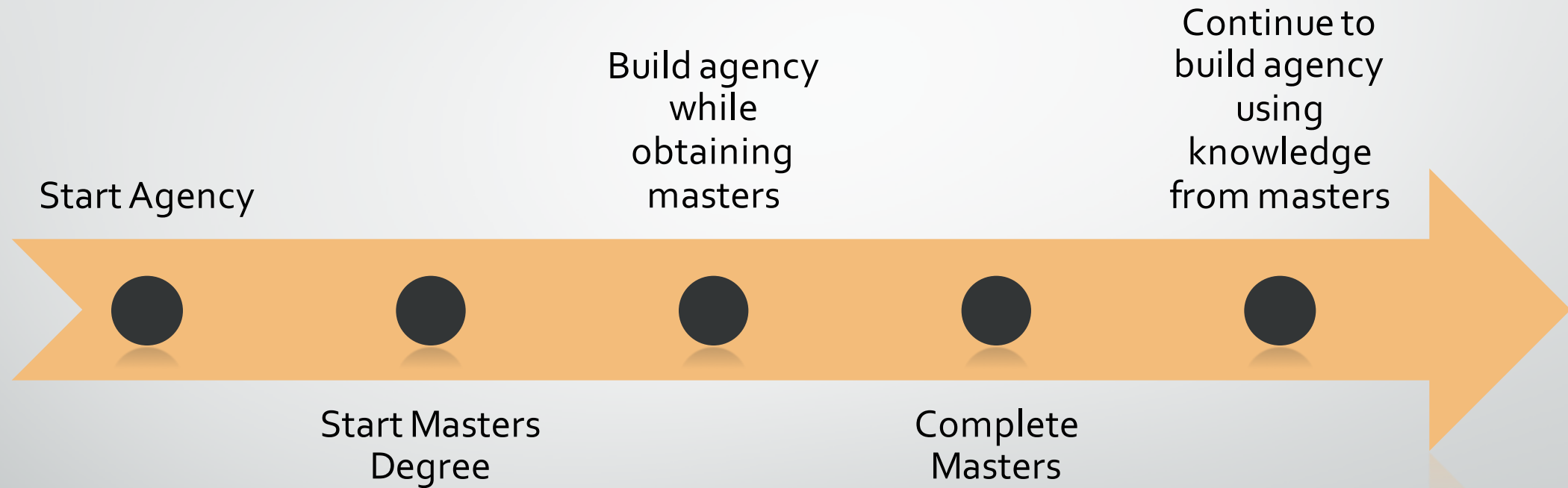
Compassion and genuineness

Exhibits enthusiasm in the field

Sets and meets ongoing personal and professional goals

Motivates others by setting a good example

Timeline



References

“Harvard i-lab | Startup Secrets: Mastering the Gift of Mutual Mentorship”

<https://www.youtube.com/watch?v=DWVCWP16iVo>

“The Lean Startup” by Eric Ries

<http://theleanstartup.com/>

Creativity and Innovation Coaching by Linda Naiman *Retrieved from*

<http://www.creativityatwork.com/creativity-innovation-coaching/>

Valuation of Internet Start-ups: An Applied Research on How Venture Capitalists value Internet Start-ups

<http://www.amazon.com/Valuation-Internet-Start-ups-Research-Capitalists/dp/3954890828>

How to research a business opportunity

<http://www.entrepreneur.com/article/42940>

Product Design & Development

<http://www.amazon.com/Product-Design-Development-5th-Edition/dp/0073404772>

References continued

Small Business tool kit

<http://toolkit.smallbiz.nsw.gov.au/part/20/100/455>

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http://bestentrepreneur.murdoch.edu.au/Business_Feasibility_Study_Outline.pdf

How to design a winning business model

<https://hbr.org/2011/01/how-to-design-a-winning-business-model>

Business Model Generation

http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

Top Ten Mistakes Made by Entrepreneurs

<http://hbswk.hbs.edu/item/top-ten-legal-mistakes-made-by-entrepreneurs>

The Entrepreneur's Guide to Business Law, 4th Edition by Constance E. Bagley

<http://www.amazon.com/The-Entrepreneurs-Guide-Business-Edition/dp/0538466464>

Entrepreneurial Finance by Richard L Smith

<http://www.amazon.com/Entrepreneurial-Finance-Richard-L-Smith/dp/0471230723>

References continued

“The Basics Of Startup Financing”

<http://www.entrepreneur.com/article/52718>

Market Strategies

<http://www.entrepreneur.com/article/25754>

50 best marketing strategies for small businesses (2013) By Mike Michalowicz

<http://www.mikemichalowicz.com/the-50-best-marketing-strategies-for-small-business/>

WHAT MAKES FOR AN INNOVATIVE WORK ENVIRONMENT? THE 9 COMPONENTS OF THE CREATIVE WORKPLACE (2014) By Jeff Fajans

<http://www.createlearnlive.com/blog/2014/7/19/what-makes-for-a-innovative-work-environment-the-components-of-the-workplace>

“Innovations in Office Design: The Critical Influence Approach to Effective Work Environments” by Diane Stegmeier

<http://www.amazon.com/Innovations-Office-Design-Influence-Environments/dp/0471730416>

References continued

How to implement radical business models

<http://www.innovationmanagement.se/2012/01/04/how-to-implement-radical-business-models/>

Business Model Management: Design - Instruments - Success Factors (2011) by Bernd W. Wertz

http://www.amazon.co.uk/Business-Model-Management-InstrumentsSuccess/dp/3834927929/ref=sr_1_8?s=books&ie=UTF8&qid=1297793736&sr=1-8

Business Modeling for Increased Profitability

<http://publications.lib.chalmers.se/records/fulltext/147045.pdf>

“The Business Model in Context of Business Strategy” (2012) by Johannes Christian Gaedicke

http://essay.utwente.nl/62896/1/Thesis_Gaedicke_public.pdf