Twitter Thread by Ben Meer

Ben Meer
@SystemSunday

If you want to give yourself a personal MBA (in 6 months), read these books:

Hi, I'm Ben.

I received an MBA from Cornell.

I've also read 300+ business books.

Trust me: You can get 90% of the knowledge from reading books

(and without spending $150k).

So, I put together a 6-month personal MBA for you...



The 6-month curriculum is 12 books

(you'll read 2 books every month).

Subjects:

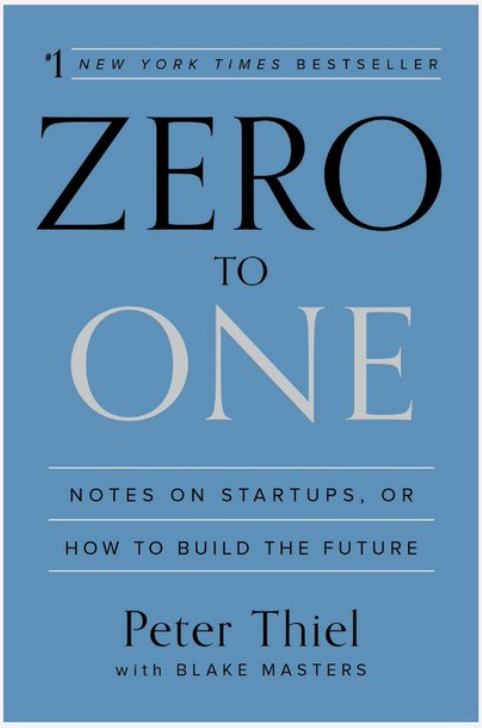
Strategy
Entrepreneurship
Accounting/Finance
Personal Finance
Marketing
Operations
Systems Thinking
Public Speaking
Negotiation
Networking
Leadership
Productivity/Effectiveness

Here we go...

Zero to One
by Peter Thiel and Blake Masters

Subject: Strategy

Lessons:
• Escape competition
• Contrarian approaches create value
• Go from "0 to 1," not "from 1 to n"

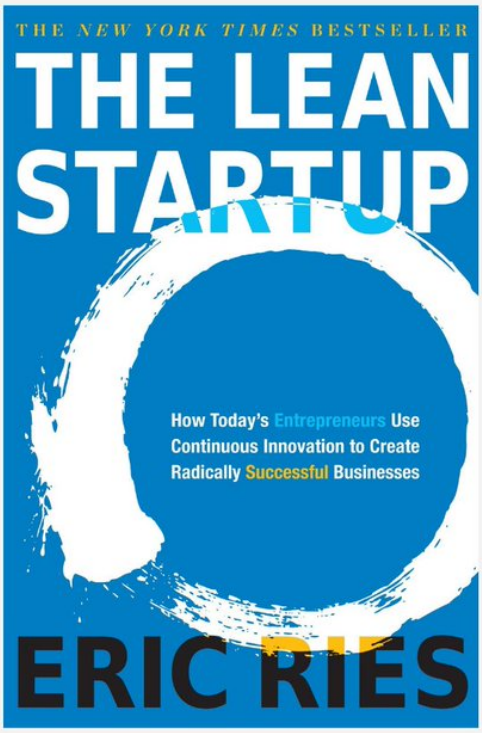


"What important truth do very few people agree with you on?"

The Lean Startup
by Eric Ries

Subject: Entrepreneurship

Lessons:
• Build minimum viable products
• When in doubt, simplify
• Win by getting feedback + learning fast

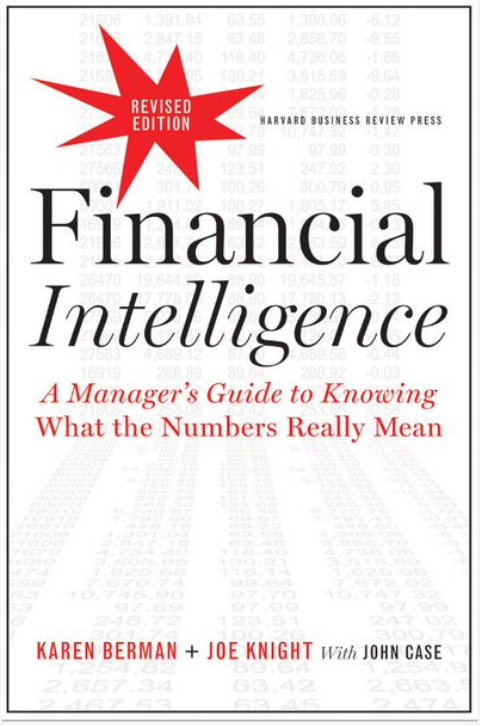


“We must learn what customers really want, not what they say they want or what we think they should want.”

Financial Intelligence
by Karen Berman, Joe Knight, John Case

Subject: Accounting/Finance

Lessons:
• Learn to read financial statements
(■■Income, Balance Sheet, Cash Flow)
• Fund projects based on expected ROI

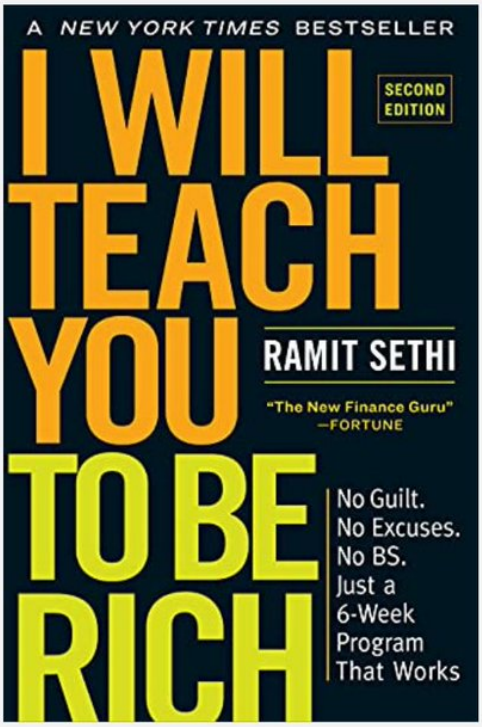


"Profit ≠ Cash
(and you need both)"

I Will Teach You to Be Rich
by Ramit Sethi

Subject: Personal Finance

Lessons:
• Get clear about your 'Rich Life'
• Save and invest money before you ever see it
• Create an automated money system

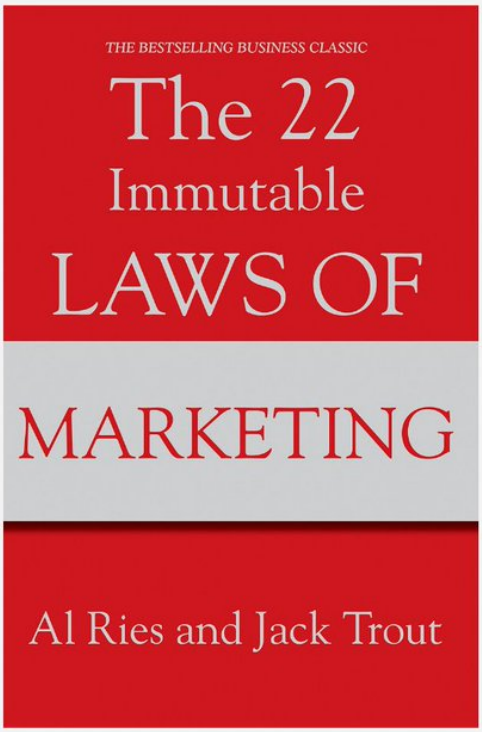


“Spend extravagantly on the things you love, and cut costs mercilessly on the things you don’t.”

The 22 Immutable Laws of Marketing
by Al Ries

Subject: Marketing

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

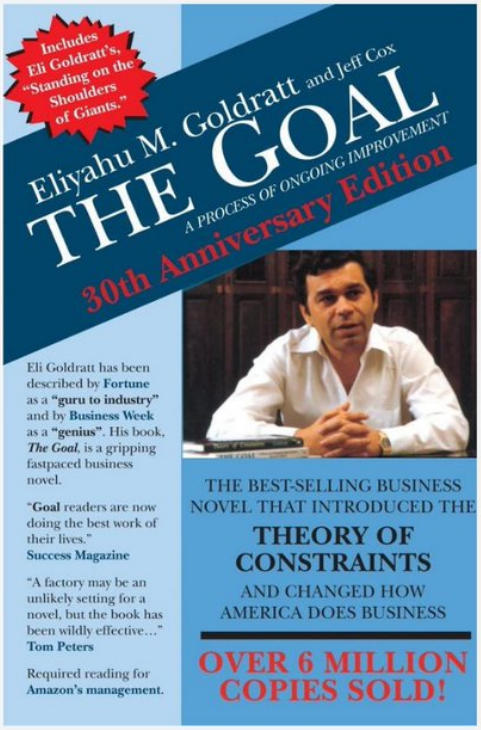


“Marketing is a battle of perceptions, not products.”

The Goal
by Eliyahu M. Goldratt

Subject: Operations

Lessons:
• Identify and exploit bottlenecks
• Increase net profit + increase ROI + increase cash flow

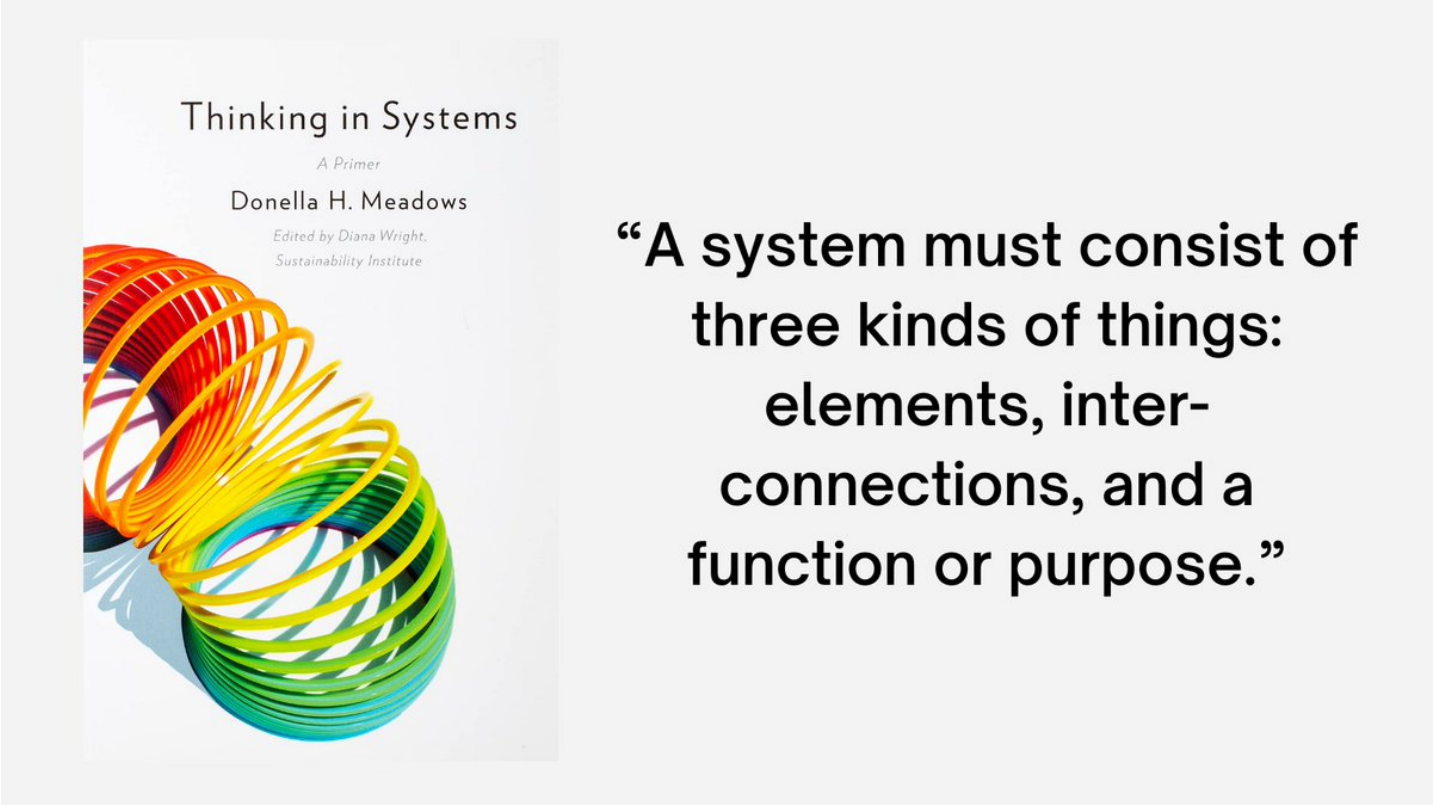


“The capacity of the plant is equal to the capacity of its bottlenecks.”

Thinking in Systems
by Donella Meadows

Subject: Systems Thinking

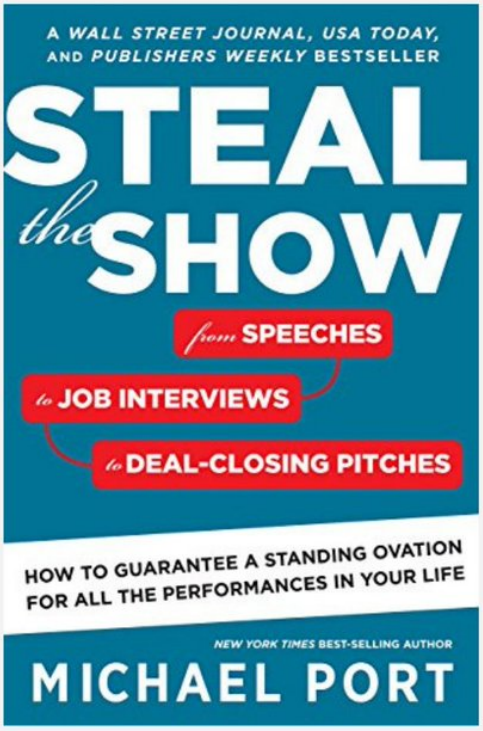
Lessons:
• To change any system, focus on 12 points of leverage
• Purposes are deduced from behavior, not words
• Create feedback loops



Steal the Show
by Michael Port

Subject: Public Speaking

Lessons:
• Cut out filler words by practicing material
• Use pauses for impact
• Act “as if” to build confidence

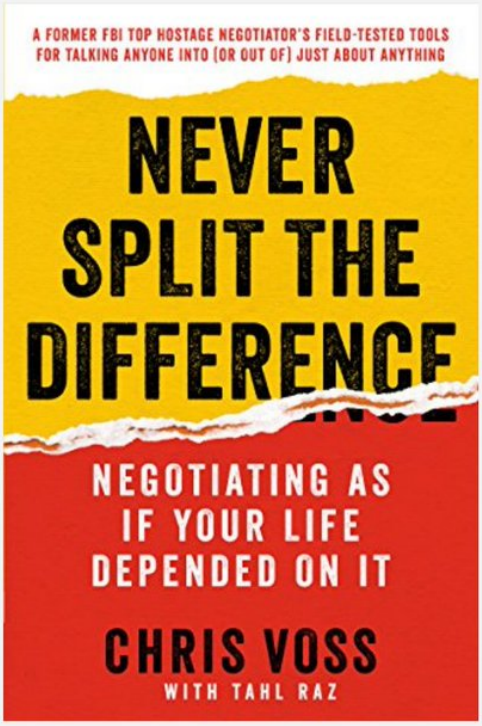


“By raising the stakes, you adjust to being comfortable with discomfort.”

Never Split the Difference
by Chris Voss

Subject: Negotiation

Lessons:
• Prepare your best-alternative-option in advance
• Let your counterpart make the first offer
• Be prepared for extremes
• Ask open-ended questions

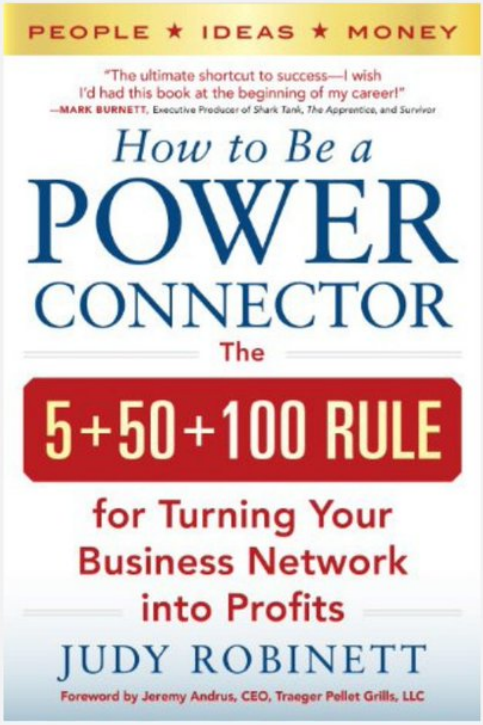


“He who has learned to disagree without being disagreeable has discovered the most valuable secret of negotiation.”

How to Be a Power Connector
by Judy Robinett

Subject: Networking

Lessons:
• Your network is your net worth
• Choose your environment wisely (find power centers)
• Build depth and diversity in your network
• Follow the 5+50+100 Rule

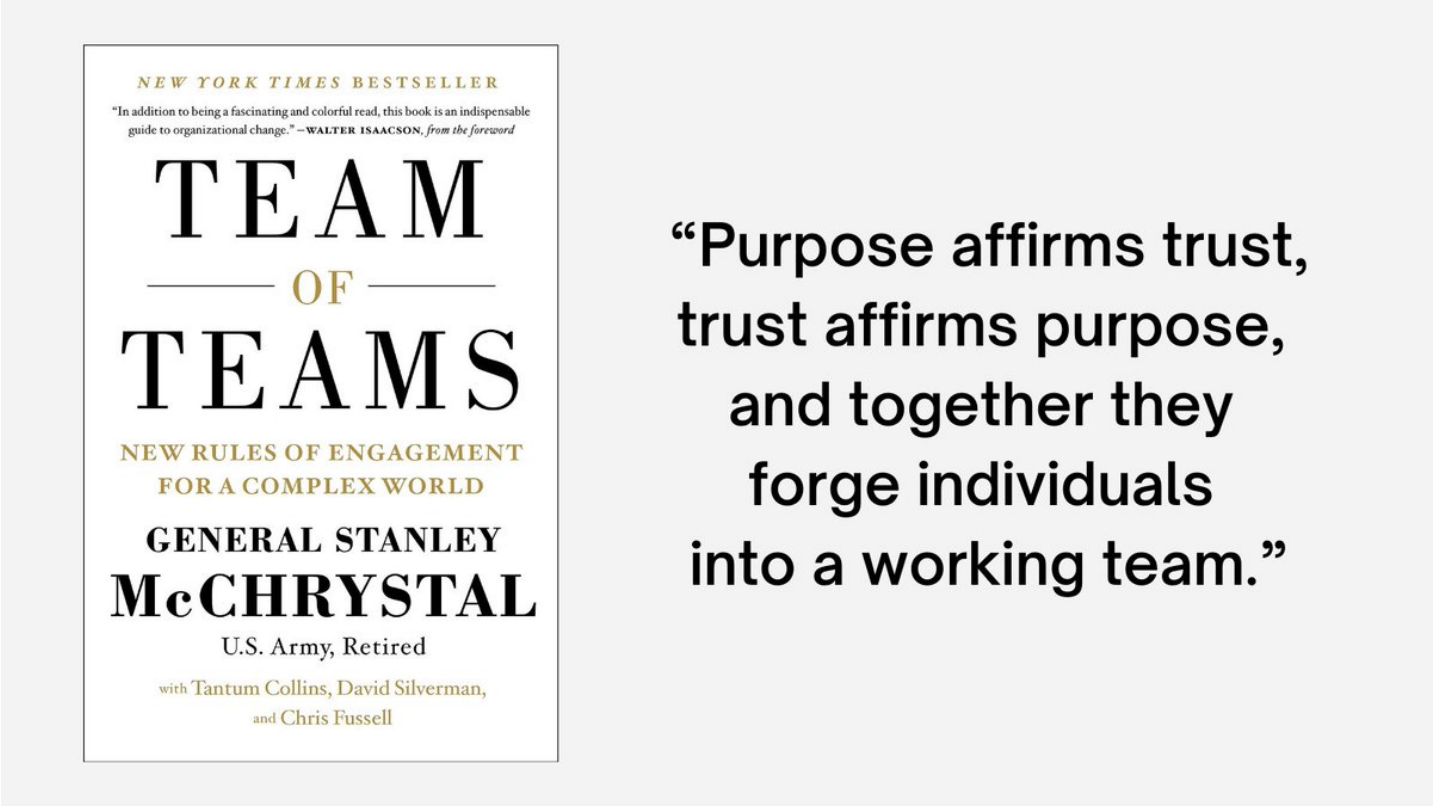


"Skill is fine, and genius is splendid, but the right contacts are more valuable than either."

Teams of Teams
by General Stanley A. McChrystal

Subject: Leadership

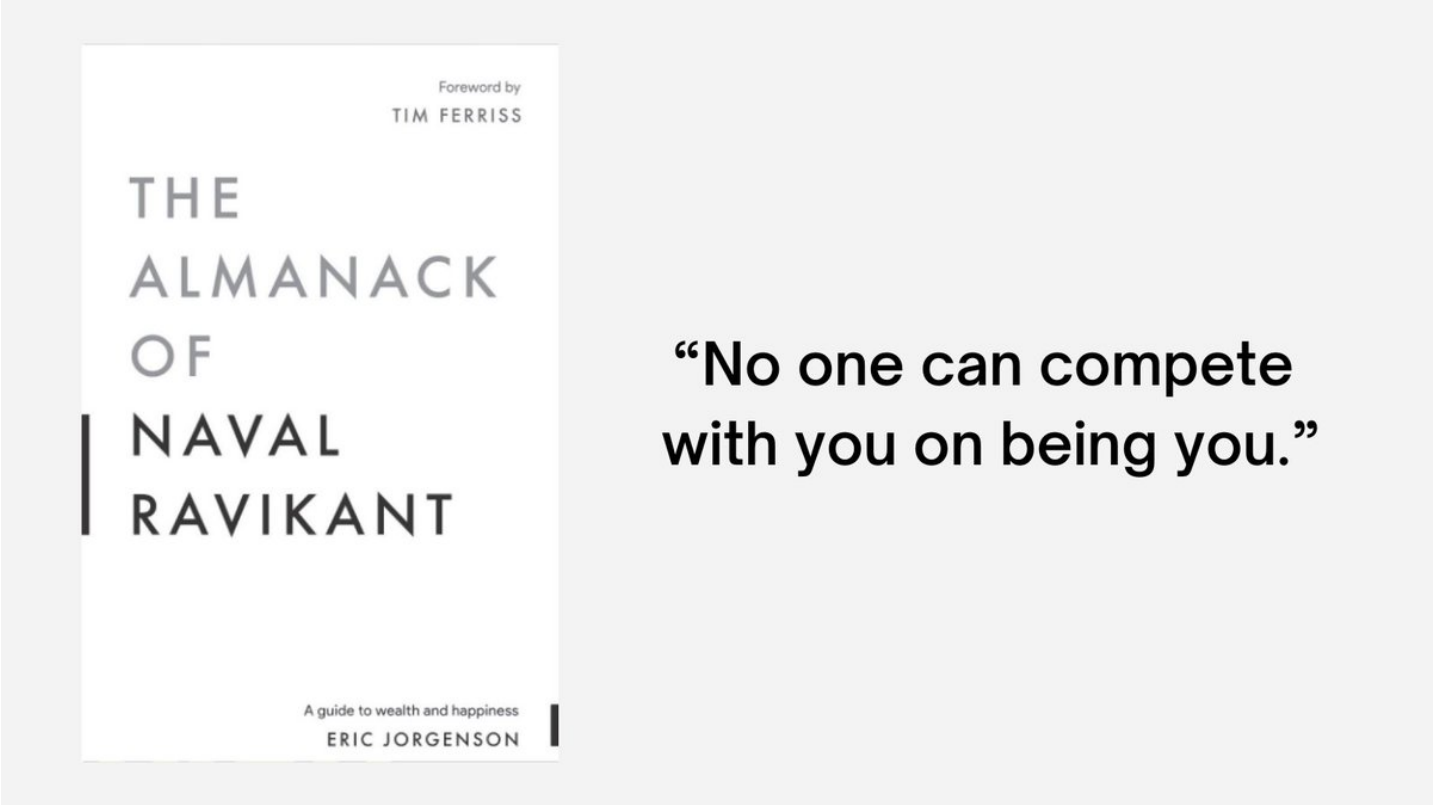
Lessons:
• The world is complex and chaotic
• Resiliency and adaptability are crucial to success
• Leaders create more leaders, not followers



The Almanack of Naval Ravikant
by Eric Jorgenson

Subject: Productivity and Effectiveness

Lessons:
• Money and happiness are skills
• Productize yourself
• A good reputation is invaluable
• Play long-term iterated games, compound your growth
• And much, much more...



That was a 6-month personal MBA.

All it takes to complete? Read 30 mins/day.

If you enjoyed this thread, please RT the first tweet and follow me @SystemSunday

This account exists to help you:

• Learn systems + mental models
• Become your best self

Cheers,
Ben