

## Twitter Thread by [Chris Munn](#)



**Chris Munn**

[@chrismunn](#)



**An MBA can cost \$250k.**

**Or you can learn lessons from the best companies in the world.**

**For free. Here on Twitter.**

**9 great threads that are MUST READS for anyone advancing their career or business.**

Problem ---> Business from Canva

[@jspujji](#)

<https://t.co/w5mUCM7nmq>

Two Teenagers pitch 100+ VCs with no success.

Instead, they bootstrapped the startup to millions in profits until the VCs came calling.

The crazy part?

Today the company is worth over \$15BN and they have full control.

You've used the app, but you don't know the story

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— Jesse Pujji (@jspujji) [August 20, 2021](#)

Growth from Constellation Software

[@heymaxkoh](#)

<https://t.co/6sudp36yIK>

90% of business acquisitions fail.

But there are exceptions:

Mark Leonard, Founder of Constellation Software [\\$CSU](#), is one of them.

He's acquired over 500 companies in the last 2 decades...

Turning \$25 Million into \$32 Billion.

Here's his "Growth by Acquisition" playbook: [pic.twitter.com/VUgqFyYAb6](https://pic.twitter.com/VUgqFyYAb6)

— Max Koh (@heymaxkoh) [October 18, 2021](#)

Marketing by Lego

[@DanesaGlez](#)

<https://t.co/P2u5RUy2qa>

Lego is one of the most beloved brands of all time.

In a Digital-First World, it has not only survived but thrived.

Here are 9 lessons from Lego's marketing that will help your brand stand the test of time:

[pic.twitter.com/l6ukVT7aj9](https://pic.twitter.com/l6ukVT7aj9)

— Sheila Gonzalez (@DanesaGlez) [November 11, 2021](#)

Customer Service from Ferrari

[@chrisxmun](#)

<https://t.co/gSv4bKjf6X>

In 1963, Ferrari insulted a tractor manufacturer in Northern Italy.

That tractor manufacture would become a \$11B problem for Ferrari.

A wild story on revenge and listening to your customer.

— Chris Munn (@chrisxmun) [November 9, 2021](#)

Storytelling from Pixar

[@dickiebush](#)

<https://t.co/VRgM2WkNMI>

The most creative company of the last 30 years:

Pixar.

Back in 2011, Pixar storyboard artist Emma Coats shared their "22 Rules For Storytelling."

And the rules are a must-read for writers, entrepreneurs, and anyone who wants to tell captivating stories.

Here's the breakdown: [pic.twitter.com/eUqUpvvdDX](https://pic.twitter.com/eUqUpvvdDX)

— Dickie Bush \U0001f6a2 (@dickiebush) [October 28, 2021](#)

Building a Team by Bolt

[@theyanking](#)

<https://t.co/7JyBWhNg1b>

How to build a sales team:

— Ryan Breslow \U0001f57a (@theyanking) [November 13, 2021](#)

Hiring from MaidThis

[@NeelBParekh](#)

<https://t.co/ygmZGYTn23>

I spent 8+ years working on our cleaner recruiting funnel.

Here is the EXACT 6-Step Hiring Funnel we use and the numbers you need to be targeting.

\U0001f4b0Money making thread for any local service biz entrepreneur

//The MaidThis Franchise Hiring Playbook\U0001f447//

— Neel Parekh (@NeelBParekh) [November 23, 2021](#)

Effective Writing from Amazon

[@david\\_perell](#)

<https://t.co/L462CUcZDX>

These Amazon writing tips are fantastic.

\U0001f44f [pic.twitter.com/aO0GKncHQC](https://pic.twitter.com/aO0GKncHQC)

— David Perell (@david\_perell) [December 23, 2019](#)

Starting a Brand from Chobani

[@zhr\\_jafri](#)

<https://t.co/str3sHvvpf>

A Turkish immigrant from a poor shepherd family landed in the US at the age of 22

And created a multi billion \$ yoghurt brand starting from a 80 year old to be defunct factory in just 5 years

A thread of Chobani \U0001f9f5

1/ [pic.twitter.com/AMkW5Vy8Jw](https://pic.twitter.com/AMkW5Vy8Jw)

— Azhar.ITC (@zhr\_jafri) [January 23, 2021](#)

TL;DR:

Canva: Turing a Problem Into A Biz  
Constellation Software: Creative Growth  
Lego: Master Marketing  
Ferrari: Customer Service (Or Not)  
Pixar: Genius Storytelling  
Bolt: Building a Dope Team  
MaidThis: Make Hiring a Process  
Amazon: Communicate!  
Chobani: Build w/ What You Know

Thanks to these creators for putting these together:

[@jspujji](#)  
[@heymaxkoh](#)  
[@danesaglez](#)  
[@chrisxmun](#)  
[@dickiebush](#)  
[@theyanking](#)  
[@NeelBParekh](#)  
[@david\\_perell](#)  
[@zhr\\_jafri](#)

Give them a follow for more insights.

If you enjoyed anything here, it would be great if you could share with some more of the Twitter community.

Just retweet the first tweet.

<https://t.co/wSX8ahAmDX>

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For free. Here on Twitter.

9 great threads that are MUST READS for anyone advancing their career or business.

— Chris Munn (@chrisxmun) [December 11, 2021](#)

I'm Chris.

I send my community 2-3 threads a week similar to these.

Come along for the ride.

■ [@chrisxmun](#) ■