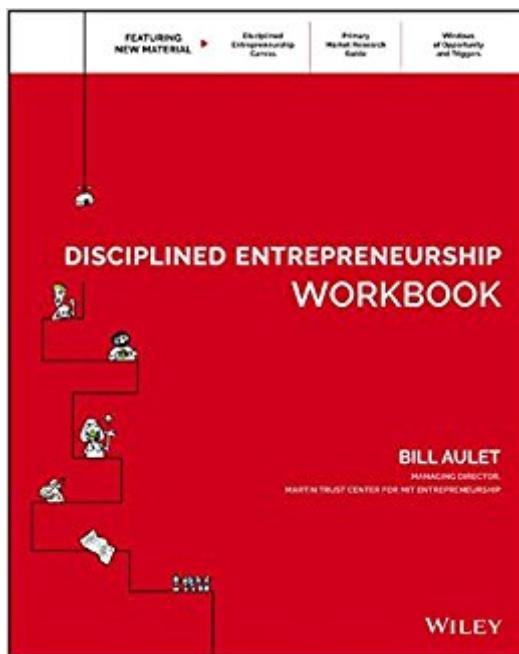


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Disciplined Entrepreneurship Workbook



Synopsis

The essential companion to the book that revolutionized entrepreneurship Disciplined Entrepreneurship Workbook provides a practical manual for working the 24-step framework presented in Disciplined Entrepreneurship. Unlocking key lessons and breaking down the steps, this book helps you delve deeper into the framework to get your business up and running with a greater chance for success. You'll find the tools you need to sharpen your instinct, engage your creativity, work through hardship, and give the people what they want— even if they don't yet know that they want it. Real-world examples illustrate the framework in action, and case studies highlight critical points that can make or break you when your goal is on the line. Exercises and assessments help you nail down your strengths, while pointing out areas that could benefit from reinforcement— because when it comes to your business, "good enough" isn't good enough— better is always better. Disciplined Entrepreneurship transformed the way that professionals think about starting a company, and this book helps you dig into the proven framework to make your business dreams a reality. Delve deeper into the 24 steps to success Innovate, persevere, and create the product people want Internalize lessons learned from real-world entrepreneurs Test your understanding with exercises and case studies The book also includes new material on topics the author has found to be extremely useful in getting the most value out of the framework including Primary Market Research, Windows of Opportunity and Triggers. The book also introduces the Disciplined Entrepreneurship Canvas to track your progress on this journey. Starting a company is a serious undertaking, with plenty of risk and sacrifice to go around— so why not minimize the risk and make the outcome worth the sacrifice? Author Bill Aulet's 24-step framework is proven to build a successful business; the key is in how well you implement it. Disciplined Entrepreneurship Workbook helps you master the skills, tools, and mindset you need to get on your path to success.

Book Information

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FEATURING NEW MATERIAL Disciplined Entrepreneurship Canvas Primary Market Research Guide Windows of Opportunity and Triggers THE ESSENTIAL COMPANION TO THE BOOK THAT REVOLUTIONIZED ENTREPRENEURSHIP Bill Aulet's Disciplined Entrepreneurship forever transformed the way professionals think about starting companies. Now this companion workbook helps you get even more out of his proven 24-step framework for making your business dreams a reality. A practical manual for implementing the framework, the Disciplined Entrepreneurship Workbook breaks down the steps and takes you deeper, highlighting critical points that can make or break a fledgling business. Its exercises and assessments help you build on your strengths while pointing out areas that still need work; because when it comes to your business, good enough just isn't good enough. With the Disciplined Entrepreneurship Workbook in your corner, you'll: Systematically build your business Sharpen your instincts to recognize and fix issues before they prove fatal Test and deepen your understanding with exercises, worksheets, and case studies Innovate, persevere, and create products customers want and are willing to pay for Starting a company is a serious undertaking with plenty of risk and lots of sacrifice to go around. But the reward is transformational and uniquely fulfilling. The Disciplined Entrepreneurship Workbook is here to help you realize those rewards by optimizing your chances of success.

BILL AULET is Managing Director of the Martin Trust Center for MIT Entrepreneurship and a Senior Lecturer at the MIT Sloan School of Management. Prior to joining MIT, Bill had a 25-year track record of success in business, beginning at IBM, where he worked for 11 years, before becoming a serial entrepreneur. He started and ran Cambridge Decision Dynamics and SensAble Technologies. Today, in addition to teaching at MIT, he works around the world with individual entrepreneurs, small companies, educators, large companies, and governments to promote innovation-driven entrepreneurship. DisciplinedEntrepreneurship.com

Disciplined Entrepreneurship offers the first real-world, practical, and immediately employable road

map for those engaged in creating brand new, innovation-driven enterprises. I cannot recommend that book highly enough. The workbook presented here takes that practical framework, and supports it with explanations of how to proceed down that road map, step by step. It describes the purpose of each step, as well as why each step exists in the sequence where it does. And within each section there are *extremely* helpful forms to organize the information users will discover and generate through their efforts. Included:--Exceptionally good road map with sequential steps.--Explanations of the reasoning, as well as practical methods and approaches.--A robust set of practical, valuable forms. It's a *stellar* set of concepts and tools to support entrepreneurs engaged in building something entirely new. Founders, owners, or product manager/program managers engaged in building innovation-driven businesses will benefit directly. I suggest that this book should be an immediate purchase and a well worn tool in your toolbox. You will immediately simplify your cognitive load by doing the right things in the right sequence. You will immediately improve your performance by capturing and organizing ideas and facts *outside* of your brain, where they can be viewed, communicated and worked on. You will immediately improve your performance, by focusing not only on what matters most, but on the key elements of those factors. I firmly believe that this book will deliver tangible, real-world gains to every practicing entrepreneur. I am certain your business will benefit directly and immediately. It's that good.

When it comes to entrepreneurship, this book should be your go-to. Bill Aulet's ability to dive into the steps and intricacies of starting a company are absolutely top notch.

I have actively used the Disciplined Entrepreneurship Workbook as a participant in the MIT Global Entrepreneurship Bootcamp. My startup team and I received an early publication hard copy hot off the press. While we received the workbook right from the source (author and MIT Bootcamp leader Bill Aulet) the real value of the workbook is in its simple and clear sequential roadmap to entrepreneurship with easy to follow depth of detail for each and every step on the entrepreneurial journey. As a voracious reader and serial entrepreneur, if I was asked to recommend just a few books for aspiring (and existing) entrepreneurs, I would most definitely include Bill Aulet's books on entrepreneurship on that short list.

I'm a big fan of companion workbooks as they put you through actually exercising the materials with additional explanation on usage. Disciplined Entrepreneurship Workbook fills that role perfectly. Well worth the investment

This workbook is an essential tool for entrepreneurs. Awesome as expected.

Hard to follow if you don't have somewhat of a business degree.

Not what I expected, but will keep because I don't want the hassle of having to return

This is workbook makes Bill's book Disciplined Entrepreneurship twice as valuable. The workbook offers practical, easy to use exercises that help clarify the 24 steps to a successful startup. This is a must have addition to the original book.

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