Core aiBlocks

Growth Engineering

The aiBlocks System

1. Vision
2. Growth Engines
    Product / Service
    Customer
    Cash
    Skills
3. Growth Drivers
    Innovation
    Interaction
    Governance
    Culture
4. Growth Levers
    Execution
    The New Analytics
Growth Pitfalls

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Apple Case Model Intro

The Apple Case Model
Apple's **Product Engine**
Management Frameworks
Value Innovation
Supply Chain Management
Requirements Analysis
Business Process Management

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Tech Management

Technology Management
Project Management
Product Management
Lean Development
Big Data
Tech Hypes & Commercial Viability
Distributed Systems
Cloud Computing
Databases & Analytics
Object-Oriented Design
DevOps & IT Governance
Information Security
Capability Maturity Model

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High-Tech Marketing

Apple's **Customer Engine**
The High-Tech Funnel
Requirements Revisited
High-Tech Marketing
    Segmentation
    Targeting
    Positioning
The P's of Marketing
Growth: To Hack or Not To Hack
25-Step Entrepreneurship Roadmap

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Cash Management

Apple's **Cash Engine**
Innovation & Financial Management
Financial Statements & Ratios
Cash Team
Budgeting The New Way
Net Worth
Liquidity
Raising Capital

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Skills Management

Apple's **Skills Engine**
Process-Driven Role Management
Interdisciplinary Teams
The Learning Organization
Your Career & Personal Skills
Interpersonal Skills
Group Skills
Culture as a Growth Driver
Innovation Management
Governance & Budgeting
Performance Management
Growth Pitfalls Revisited