

IxDA Sydney Mentoring Program Podcast

06 - Erin Turner

Resources and Tools

Resource Type	Title	Description & Link
Book	Start with Why Simon Sinek	The world's first podcast about design and an inquiry into the broader world of creative culture through wide-ranging conversations with designers, writers, artists, curators, musicians, and other luminaries of contemporary thought https://www.designmattersmedia.com/
Book	The fearless organisation Amy Edmondson	The author, educator, brand consultant, and host of the widely successful and award-winning podcast Design Matters showcases dozens of her most exciting interviews, bringing together insights and reflections from today's leading creative minds from across diverse fields. https://www.amazon.com.au/Why-Design-Matters-Conversations-Creative/dp/0062872966/
Book	Obviously Awesome April Dunford	You know your product is awesome—but does anybody else? Forget everything you thought you knew about positioning. Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. https://www.amazon.com.au/Obviously-Awesome-Product-Positioning-Customers/dp/1999023005
Book	Traction: Get a Grip on Your Business Gino Wickman	In Traction, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth, and more enjoyment. Successful companies are applying Traction every day to run profitable, frustration-free businesses - and you can too. https://www.amazon.com.au/Traction-Get-Grip-Your-Business/dp/B00NPB6830