

# IxDA Sydney Mentoring Program Podcast

10 – David Meier

Resources and Tools

Resource Type	Title	Description & Link
Book	<b>Org Design for Design Orgs</b> Peter Merholz and Kristin Skinner	Design has become the key link between users and today’s complex and rapidly evolving digital experiences, and designers are starting to be included in strategic conversations about the products and services that enterprises ultimately deliver. This has led to companies building in-house digital/experience design teams at unprecedented rates, but many of them don’t understand how to get the most out of their investment. This practical guide provides guidelines for creating and leading design teams within your organisation, and explores ways to use design as part of broader strategic planning.  <a href="https://orgdesignfordesignorgs.com/">https://orgdesignfordesignorgs.com/</a>
Book	<b>No Rules, Rules</b> Reed Hastings and Erin Meyer	Drawing on hundreds of interviews with current Netflix employees and never-before-told stories from his own career, Hastings elaborates on these controversial principles at the heart of the Netflix psyche, which have generated results that are the envy of the business world. This is the full, fascinating, and untold story of a unique company taking over the world.  <a href="https://www.norulesrules.com/">https://www.norulesrules.com/</a>
Book	<b>Good Strategy, Bad Strategy: The Difference and Why It Matters</b> Richard P. Rumelt	Developing and implementing a strategy is <i>the</i> central task of a leader, whether the CEO at a Fortune 100 company, an entrepreneur, a church pastor, the head of a school, or a government official. Richard Rumelt shows that there has been a growing and unfortunate tendency to equate Mom-and-apple-pie values, fluffy packages of buzzwords, motivational slogans, and financial goals with “strategy.” He debunks these elements of “bad strategy” and awakens an understanding of the power of a “good strategy.”  <a href="https://www.goodreads.com/book/show/11721966-good-strategy-bad-strategy">https://www.goodreads.com/book/show/11721966-good-strategy-bad-strategy</a>

Book	<b>Lean UX</b> Jeff Gothelf and Josh Seiden	<p>The Lean UX approach to interaction design is tailor-made for today's web-driven reality. In this insightful book, leading advocate Jeff Gothelf teaches you valuable Lean UX principles, tactics, and techniques from the ground up—how to rapidly experiment with design ideas, validate them with real users, and continually adjust your design based on what you learn.</p> <p><a href="https://www.goodreads.com/en/book/show/13436116-lean-ux">https://www.goodreads.com/en/book/show/13436116-lean-ux</a></p>
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