

IxDA Sydney Podcast

S02 E04 - Rich Brophy

Resources and Tools

Resource Type	Title	Description & Link
Book	Baked In: Creating Products and Businesses That Market Themselves By Alex Bogusky and John Winsor	The old way of selling was to create safe, ordinary products and combine them with mass marketing. The new way is to create truly innovative products and build the marketing right in. But how does a brand make the transition from old to new? According to advertising gurus Alex Bogusky and John Winsor, it starts with the realization that the message is not the product, the product is the message. In Baked-In, they offer a step-by-step guide on how brands can adapt and thrive in this brave new world. Using these tools, Bogusky and Winsor have successfully marketed some of today's most important brands, including Google, Nike, Microsoft, Patagonia, Toyota, and Burger King. They reveal how, through tools at hand — product design, brand history, internal collaboration — and the new tools of digital technology — YouTube and the web in general — companies can succeed in the 21st-century marketplace.
Website	Puzzling Personalities	Trying to wrangle different personalities in a collaborative environment? This simple work-in-progress guide will help you spot different kinds of people and leverage their personalities for the good of the group. https://www.richbrophy.com/resources-1
Website	Pivot	Worried your workshop could get derailed? Make it robust by planning for the worst. This collection of prickly prompts will help you and your team plan how you'll pivot if things go wrong. Generate a scenario, discuss your strategy for dealing with it, then move onto the next. This is an epic way to lift your facilitation game. https://www.richbrophy.com/resources-1
Book	Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers	This book includes more than 80 games to help you break down barriers, communicate better, and generate new ideas, insights, and strategies. The authors have identified tools and techniques from some of the world's most innovative professionals, whose teams collaborate and make great things

	By James Macanufu and Sunni Brown	<p>happen. This book is the result: a unique collection of games that encourage engagement and creativity while bringing more structure and clarity to the workplace. Find out why -- and how -- with Gamestorming.</p> <p>https://gamestorming.com/</p>
	The Fifth Discipline By Peter Senge	The Fifth Discipline: The Art and Practice of the Learning Organization is a book by Peter Senge focusing on group problem solving using the systems thinking method in order to convert companies into learning organizations.
Website	Untools	<p>Collection of thinking tools and frameworks to help you solve problems, make decisions and understand systems.</p> <p>https://untools.co/</p>
Book	Dark Matter and Trojan Horses: A Strategic Design Vocabulary By Dan Hill	In this short book, Dan Hill outlines a new vocabulary of design, one that needs to be smuggled into the upper echelons of power. He asserts that, increasingly, effective design means engaging with the messy politics — the “dark matter” — taking place above the designer's head.
Book	Sapiens By Yuval Noah Harari	Yuval Noah Harari's book, 'Sapiens,' traces the origins, mechanisms, and effects of what we think of as “human progress” from small bands of hunter-gatherers 100,000 years ago to the present-day global network through which our species has come to dominate the entire Earth
Book	Thinking in Systems By Donella Meadows	We live in a complex world of systems. In “Thinking in Systems”, Donella Meadows explains how we can use systems-thinking to understand how things work, identify root problem causes, see new opportunities, make better decisions and adapt to changing circumstances.
Tool	Loom	<p>Asynchronous video recording tool</p> <p>https://www.loom.com/</p>