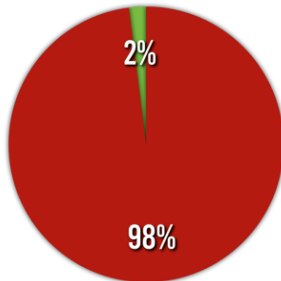




altMBA

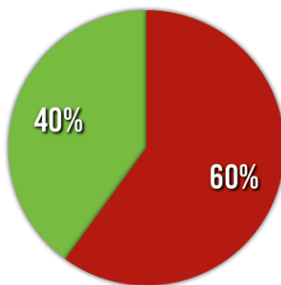
AN INTENSIVE, 4-WEEK ONLINE WORKSHOP
DESIGNED TO ACCELERATE LEADERS WHO
ARE CHANGE AGENTS FOR THE FUTURE.

PROGRAM STATISTICS

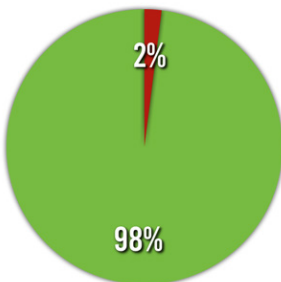


MASSIVE ONLINE COURSE

● DROP OUT ● COMPLETE



SMALLER ONLINE COURSE



THE altMBA

Only 2% of the enrolled students in Massive Online Courses complete the course. Smaller courses have a much better completion rate, but even the best typically lose half their students.

More than 97% of each class of the altMBA successfully complete our 4 week intensive workshop. And every single one reports that the workshop exceeded their expectations, that it was the most intense and productive online engagement that they've ever experienced.

The altMBA is now enrolling students for its fifth session. We've learned a lot from the hundreds of students who have trusted themselves enough to level up with us.

About half of our students are rising managers and executives, many at well-known companies like Whole Foods, Lululemon and Microsoft. They're finding an entirely new frontier, a place to discover skills that they didn't know they had. This is where they leap from being employees to leaders.

About a third of our students are founders, executives and successful freelancers. They're used to being in charge but they're not always practiced at being able to see what's available, at being able to describe a future they are capable of creating.

And the rest of our students are non-profit executives, explorers and ruckus makers. These brave souls are eager to engage with the possible, to explore avenues that don't feel comfortable or easy, but turn out to be quite important.

At our most recent Leadership Workshop, attendees came from 19 different time zones. Within the altMBA, students have attended from more than 12 countries, including the US, Canada, Mexico, Australia, China, South Africa, Singapore, the Netherlands, the UK and France.



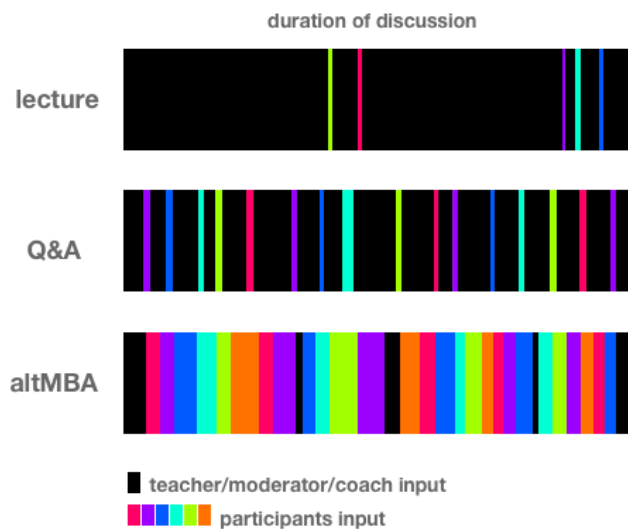
altMBA

PROGRAM STATISTICS

Each of the first three sessions of the altMBA included 100 students, with the fourth session ramping up to 120 students based on growing demand.

In a typical week, our students exchange more than 50,000 messages in our private Slack room, they read, between them, tens of thousands of pages of cutting edge and insightful books and articles, spend hours in face-to-face real-time conversation in our HD video conference rooms, and make lifetime friends as well.

Patterns of participation



This graph makes it clear that **the structure and cadence of the altMBA is fundamentally different from a traditional course** in the real world (or its analogue, online). The interactions of students with other students dramatically changes the impact of the experience of being part of the workshop.

The most important stat of all*, a stat that doesn't show up in the middle of fact-hiding averages and clever bar charts that are easy to create is this: It works.

The altMBA is an engine of transformation, an experience that pushes and encourages and demands that people level up. From here to there. Right now. Because it matters.

* 83% of all the statistics quoted on the internet are of dubious usefulness.



altMBA

PROGRAM STATISTICS

SOURCES: The material within the altMBA is primary experiential. There are no secret videos or hidden lectures. But the 14 intensive assignments reference materials from essential voices, from thinkers old and new, from practitioners to professors, from bloggers to Nobel Prize winners.

Here's a partial list, in alphabetical order by first name:

Adam Grant
Adam Morgan
Al Pittampalli
Al Ries
Alan Deutschman
Alan Weber
Amanda Palmer
Amos Tversky
Andrew Sullivan
Ari Weinzweig
Austin Kleon
Barry Schwartz
Benjamin Zander
Bernadette Jiwa
Bill Strickland
Brene Brown
Brian Clark
Carol Dweck
Chip Heath
Chip Kidd
Chris Anderson
CJ Walker
Clay Christensen
Clay Shirky
Cory Doctorow
Dan Ariely
Dan Heath
Dan Pink
Daniel Kahneman
David Allen
David K. Levine
Debbie Millman
Derek Sivers

Derek Thompson
Don Norman
Douglas Atkin
Eli Goldratt
Elizabeth Gilbert
Eric Hoffer
Eric S. Raymond
Erik D. Kennedy
Everett M. Rogers
Frederick Taylor
Geoffrey A. Moore
George Lakoff
Howard Raiffa
Hugh MacLeod
Jack Trout
Jacqueline Novogratz
Jim Collins
John McWade
John S. Hammond
Joi Ito
Jon Acuff
Joseph M. Juran
Joseph R. Dominguez
Josh Kaufman
Julie Battilana
Kevin Kelly
Lewis Hyde
Linda Rottenberg
Lisa Gansky
Mahan Khalsa
Malcolm Gladwell
Mark Barden
Martin Luther King Jr.

Merlin Mann
Michael Gerber
Michael Porter
Michael Schrage
Mihaly Csikszentmihalyi
Nancy Lublin
Neil Rackham
Paul Graham
Paul Sullivan
Philip B. Crosby
Ralph L. Keeney
Randy Illig
Richard Kim
Robert B. Cialdini, Ph.D.
Ronald Coase
Rosamund Stone
Zander
Simon Sinek
Sonia Simone
Steve Blank
Steve Krug
Steve McConnell
Steven Johnson
Steven Pressfield
Sun Tzu
Tiziana Casciaro
Tom Peters
Tony Hsieh
Vicki Robin
Victoria Westcott
W. Edwards Deming
William Ury
Zig Ziglar