

Learning Material for Growth Consultants

Books to improve your consulting skills

- **Crucial Conversations:** Tools for Talking When Stakes are High by Kerry Patterson, Joseph Grenny, Al Switzler and Ron McMillan
- **Flawless Consulting:** A Guide to Getting Your Expertise used by Peter Block
- **The Trusted Advisor** by David Maister, Charles Green, and Robert Galford
- **Thanks for the Feedback:** The Science and Art of Receiving Feedback Well by Douglas Stone and Sheila Heen
- **Difficult Conversations:** How to Discuss what matters most by Douglas Stone, Bruce Patton, and Sheila Heen
- **Million Dollar Consulting:** The Professional's Guide to Growing a Practice by Alan Weiss
- **Scrum:** The Art of Doing Twice the Work in Half the Time by Jeff Sutherland

Books to improve yourself in growth hacking strategy

- **Hacking Growth** by Sean Ellis and Morgan Brown
- **Hooked:** How to build habit forming products by Nir Eyal
- **Scaling up:** How a few companies make it and the rest don't by Verne Harnish
- **Lean Analytics** by Alaister Croll
- **Zero to One:** Notes on Startups and Building for the Future by Peter Thiel & Blake Masters
- **Traction:** How Any Startup Can Achieve Explosive Customer Growth by Gabriel Weinberg & Justin Mares
- **Contagious:** How to Build Word of Mouth in a Digital Age by Jonah Berger
- **Testing Business Ideas:** A Field Guide for Rapid Experimentation (Strategyzer) by David J. Bland and Alexander Osterwalder
- **Value Proposition Design:** How to Create Products and Services (Strategyzer) by Alexander Osterwalder, Yves Pigneur, et al.
- **Business Model Generation:** A Handbook for Visionaries, Game Changers and Challengers (Strategyzer) by Alexander Osterwalder and Yves Pigneur

Blogs to follow online

- [Growthhackers.com/](https://growthhackers.com/)
- [Growwithward.com/](https://growwithward.com/) (*obviously*)
- [Brianbalfour.com/essays/](https://brianbalfour.com/essays/)
- [Andrewchen.co/recent/](https://andrewchen.co/recent/)
- [Blog.markgrowth.com/](https://blog.markgrowth.com/)
- [Reforge.com/blog/](https://reforge.com/blog/)
- [CXL.com/blog/](https://cxl.com/blog/)
- [Chrisout.com/blog/](https://chrisout.com/blog/)

Podcast to check out

- **The Breakout Growth Podcast.** In this podcast, Sean Ellis interviews various leaders of high growth startups. He gets to the heart of what drove their growth.
- **The Ecommerce Influence.** This podcast walks through high growth cases as well as topics around e-commerce growth.
- **Conversionations** - Conversations About Conversion Optimisation. Easy-to-follow and casual conversations about approaching CRO. They regularly feature consultants; it gives an outside perspective too.

Courses for Growth Consultants

- **GrowWithWard.** On Ward's website, you'll find his Ultimate Beginners Course to Growth Hacking. This course will be really helpful if you feel like you miss a steady framework for implementing growth hacking. It gives you a clear picture of what the growth hacking process should look like and all the skills you need to become a highly effective growth consultant.
- **GoPractice.** We love this new initiative of Sean Ellis and Oleg Yakubenko. They offer a 12-week simulation which walks you through the various stages of growth. Through the simulator, it is far more reflective of real life than the usual courses.
- **CXL Institute.** CXL Institute has an extensive mini degree for Growth Marketing, which will cover everything from the process to various channels. They also have a ton of other exciting growth courses that they are continuously adding.
- **GrowthHacker University.** The organisation, GrowthHackers, have been expanding their university in the last period. What is beneficial is that they focus a lot on the process, e.g. ideation, goal-seeking.
- **Reforge.** This exclusive online training is very hands-on for the more advanced growth hackers (3+ years of experience).