

**STARTUP / EXPERTISES / MINDSET
T & M-SHAPED & JOURNÉE TYPE**

**QU'EST-CE QU'UN
GROWTH HACKER ?**



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SEAN ELLIS = THE GROWTH HACKER

T-SHAPED & M-SHAPED

GROWTH HACKERS



STARTUPS



EXPERTISES



MINDSET



COURBES D'APPRENTISSAGES EN I, T & M

« I » SHAPE

VERTICAL LINE :
FUNCTIONAL DISCIPLINARY SKILL



POOR

EXAMPLES

- MICROSOFT CRM EXPERT
- PAID SEARCH EXPERT
- MOBILE ANALYTICS

« T » SHAPE

HORIZONTAL LINE :
ABILITY TO APPLY KNOWLEDGE ACROSS SITUATIONS



GOOD

EXAMPLES

- SOCIAL MANAGER
- CONTENT MARKETER

« M » SHAPE

MULTISKILL PROFILE WITH ABILITY TO APPLY
KNOWLEDGE ACROSS SITUATIONS/DOMAINS



BEST

EXAMPLES

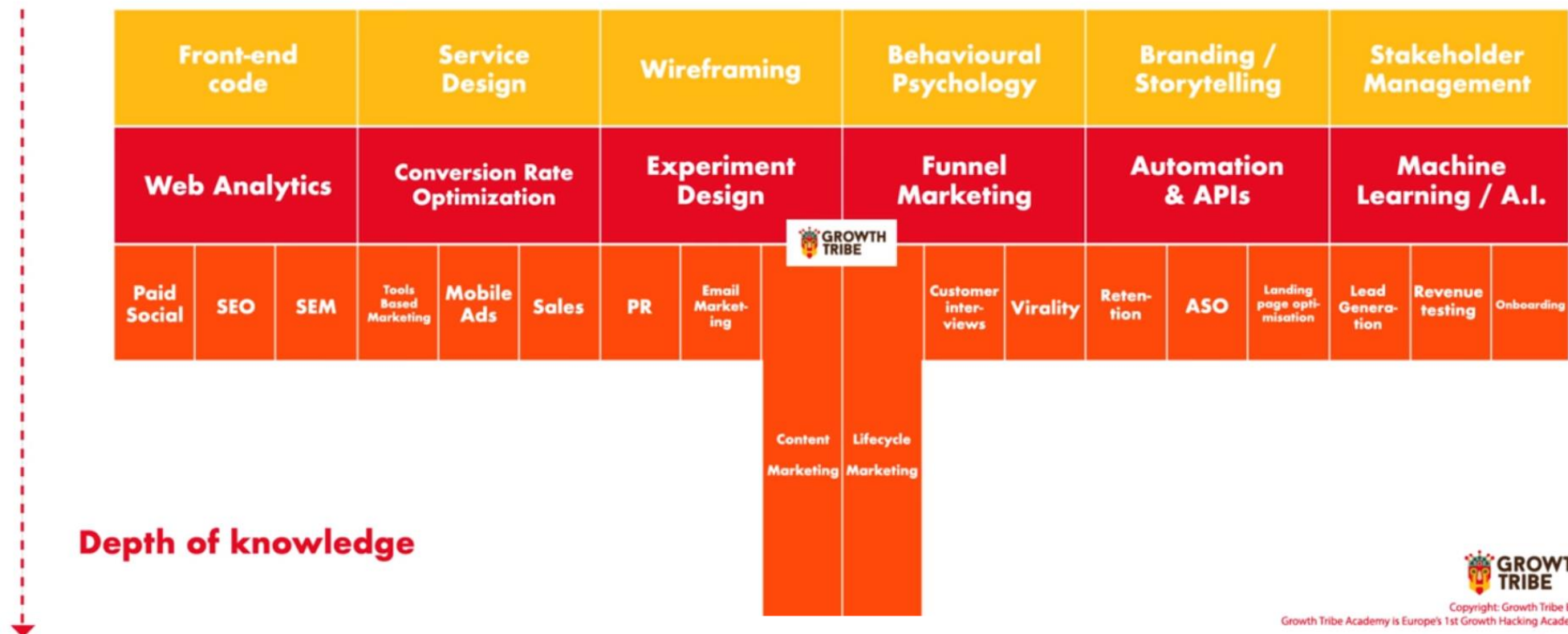
- PRODUCT DESIGNER + CODER
- BIG DATA + ELECTRONICS
- MUSICIAN + ANIMATOR



T-SHAPED MARKETER

The T-shaped Marketer 2017 Version

Width of knowledge →



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Formation : Growth Hacking

JOURNÉE TYPE D'UN GROWTH HACKER

