

Tech Intersections · January 28, 2023 · GSB 109 · 1:30 pm to 2:30 pm

Funnels, Metrics, and Experimentation: Life in Growth Engineering



Agenda

DURATION	SECTION	TOPICS
5 minutes	1. Introduction	<ul style="list-style-type: none">• What is Growth Engineering• Overview of panel structure
10 minutes	2. Who we are	<ul style="list-style-type: none">• Who we are and our experience with Growth Engineering
10 minutes	3. The Good, the Bad, and the Ugly	<ul style="list-style-type: none">• Stuff we love, stuff we don't love
10 minutes	4. Storytime	<ul style="list-style-type: none">• Most frustrating projects, most rewarding projects
10 minutes	5. Life after Growth?	<ul style="list-style-type: none">• What about your own growth?• How to take the best lessons into other teams/companies
15 minutes	6. Q&A	<ul style="list-style-type: none">• Recap of the key concepts covered in the course• Resources for further learning and practice

Life in Growth Engineering

1. Introduction

Life in Growth Engineering



2. Who We Are

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3. The Good, the Bad, and the Ugly

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4. Storytime

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5. Life After Growth

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6. Q&A

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Feedback Survey



Life in Growth Engineering



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