

A group of people are seated around a large wooden conference table in a modern meeting room. A large screen at the front of the room displays a presentation slide titled "PART III: THE INTERACTIVE 'HOOK'" which includes a video of a woman speaking. The room features a wooden wall on the left with a "Jolt" logo, and a blue wall with a black abstract pattern on the right. The ceiling is made of wooden slats. The overall atmosphere is professional and collaborative.

Jolt

Jolt

Business School for the Self Made

Take your career to the next level with
our live, immersive learning experiences

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Giving you a competitive advantage through

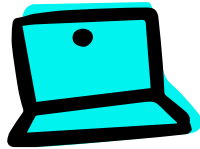
- Teaching you practical skills in data, product, marketing, management, finance and more
- Giving you access to global experts who'll teach you the methods they're using in their businesses today
- Building your network by putting you in a room with new like-minded professionals every time you come to class
- Remote learning

How it works

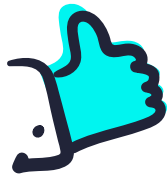
How it works It's the most flexible, affordable and innovative way to climb up. And it's so simple:



Choose classes that fit your schedule on the app.

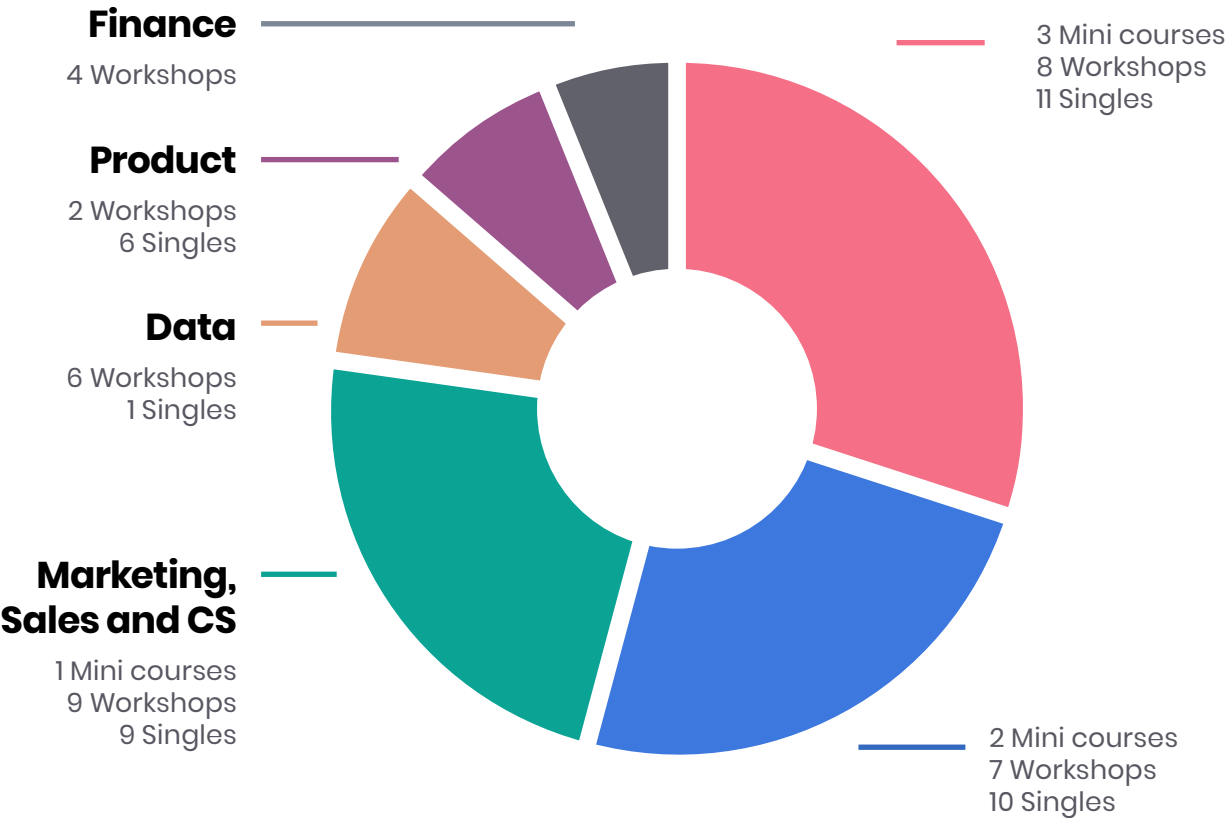


Learn from the comfort of your living room.

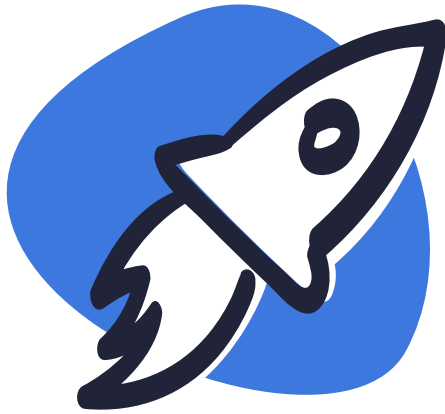


Upskill and network with self-makers like yourself.

What you'll learn



Every session at Jolt is crafted to give immediate, measurable value giving every participant .



Personal Skills and Self Development

Presenting Your Ideas with Persuasion

Learn how to present your ideas in a much more persuasive way

 MINI-COURSE

Wix: How to Build A Killer Landing Page

Your website's never been more important. In this workshop, you'll learn how to design a site to increase sales using Wix.

 MINI-COURSE

Create your Career Development Plan

Figuring out what you want to do with your career can be daunting. This Jolt will provide you with perspectives, techniques, tools, and ideas to help you move forward with the career journey that's right for you

✔ WORKSHOP

Design Powerful Presentations

Expand your professional growth and learn how to prepare and deliver a presentation that conveys an impactful message.

✔ WORKSHOP

Embrace conflicts to boost team collaboration

Understand the benefits of collaborative and regenerative systems and then learn to craft win-win-win solutions, using various strategic and creative thinking tools.

✔ WORKSHOP

Fundamental Techniques for Influencing Others

Unlock powerful gestures and actions based on the groundbreaking book, 'How to Win Friends and Influence People'.

✔ WORKSHOP

Automation Tools: Turn Time-Consuming Tasks Effortless

Automation can save you major time and brainpower. Discover tools and automation hacks that will boost your productivity.

✔ WORKSHOP

How to collaboratively negotiate Win-Win outcomes

How to creatively and collaboratively find win/win possibilities in every negotiation

✔ WORKSHOP

Storytelling For Business

Storytelling is the biggest competitive business advantage in the world. Demystify what “storytelling” means and learn the best practices to make it the backbone of your business life

✔ WORKSHOP

Challenge your Assumptions: How to Make Unbiased Decisions

No one is immune to their own subconscious bias. Learn a method for identifying others’ biases (and your own) and mitigating it to make the best decision. At the end of this Jolt, you’ll be able to come to a conclusion that doesn’t overlook biases but anticipates them and takes them into account.

✔ SINGLE

Define your Personal Brand

Get started in personal branding, finding your audience and how to eventually monetise your personal brand.

✓ SINGLE

Get ready for your next Job Interview

How does a recruiting process work and the importance of understanding the role you're applying to. You'll learn how to present yourself as the most suitable candidate, practice how to answer character questions in interviews and also get a deep understanding of the interviewer's perspective

✓ SINGLE

Giving Feedback that Makes a Difference

How do we know when feedback is effective? What are the signs you should look for to make sure your message comes across? What can you do when things go wrong? Learn how to provide meaningful and effective feedback to your manager, co-workers, and staff.

✓ SINGLE

How to Build an Impactful LinkedIn profile

Walk through the different use cases of LinkedIn, breakdown the elements of the member profile, and gain best practices to help you achieve your goals on the platform. At the end of this Jolt, you will be able to tell your professional story in a compelling manner and tailor it to your career path.

✓ SINGLE

How to Improve your Personal Brand

Learn a framework for nurturing & promoting your personal brand without losing its authenticity.

✓ SINGLE

How to Negotiate your Next Salary

Identify your negotiation barriers, prepare effectively for salary negotiations and learn tactics that'll give you leverage.

✓ SINGLE

Improve your CV

Practice key principles for writing and designing an eye-catching CV, and learn how to use it to promote yourself online.

✓ SINGLE

The Four Stages of Career Development: Where Do You Stand?

Discover the different stages of Career Development, identify where you are currently, and learn how to what it takes to advance it.

✓ SINGLE

Work Smarter, Not Harder: Best Practices for Managing your Time and Energy

“Slowing down is sometimes the best way to speed up.” (Mike Vance). Optimize creativity and set achievable yet ambitious goals, while mitigating distractions. Using three new practices, you’ll be able to prioritize your tasks more efficiently, reduce anxiety, and make meaningful progress in your work.

✓ SINGLE



Marketing, Sales and CS

Selling Like A Pro

Discover powerful techniques for prospecting and closing your sales pitch. We'll also go through practical insights on how to organize your sales territory and crush the competition.

📦 MINI-COURSE

Achieve Explosive Customer Growth

Startups don't fail because they can't build a product. They fail because they don't have traction. Learn what traction is, how to think about traction, and how to find a marketing idea that best suits your business.

🏆 WORKSHOP

LinkedIn & Email B2B Client Acquisition

Tactics for reaching the exact people and titles we want inside organisations, and how to write the best and most succinct email to get them onboard.

✔ WORKSHOP

How to Build a Top Marketing Message

The greatest challenge of marketers in today's world is to catch consumers' attention. Learn how to find your customers' drivers and target your audience with a top-marketing message.

✔ WORKSHOP

Effective Email Marketing with MailChimp

Gain basic yet powerful email marketing techniques that enable your business to send the right message to the right audience at the right time. You'll also learn and practice how to use a popular email marketing platform (MailChimp) and get a chance to put those techniques to the test.

✔ WORKSHOP

HubSpot (CRM): Manage Marketing, Sales, and Service Processes to Grow Your Business

Learn and practice using HubSpot as a sales, marketing, and service automation tool to grow your business

✔ WORKSHOP

Intro to Google Ads & Secret Methods

Everything you need to know to start advertising on Google from PPC to popular payment forms

✔ WORKSHOP

Intro to PPC: Facebook & Instagram marketing

PPC (Pay-per-click) is an advertising model used to drive traffic to websites or services. Learn how it works on Facebook and Instagram

✔ WORKSHOP

Ace Business-Sales Opportunities with Seven Powerful Questions

Learn the questions to ask to consistently transform business conversations and presentations into “win-win” scenarios. Ask questions that convert business associates into loyal allies and new customers into raving fans.

✔ WORKSHOP

Target Audience: Defining Personas

Personalisation is all about tailoring a product to specific consumer needs. The more precise it is, the greater the chance consumers won't be able to live without it! Learn techniques to best define personas that truly represent the segments of your target audience.

✓ WORKSHOP

Behavioral Economics: What Really Drives your Customers?

What really drives customer behavior and what can you do about it?

✓ SINGLE

BizDev — Growing through partnerships

An essential stage in business development is finding the right partner. Learn a four-step method to identify a partnership that drives strong business growth. This is a tried and tested method for increasing your chances of formulating win-win partnerships.

✓ SINGLE

Customer Success: Predict Churn and Increase Retention

Though often overlooked, churn is a huge obstacle in scaling your business. Explore the Customer Health Model to identify which customers are at risk, predict potential challenges, and lower churn rates

✓ SINGLE

Dealmaking: How to generate B2B Deals

Learn the steps of the B2B sales process the most successful companies use to sell their products. Sticking to this process you'll convert leads more efficiently, deal with objections, and make customers happy.

✓ SINGLE

Gain Competitive Advantage using Growth Hacking

Learn the tools today's growth hackers are using to scale their businesses with low-cost alternatives to traditional marketing.

✓ SINGLE

How to Improve Your Customer Experience

The key to successful retention is to create a customer experience that is innovative, technological, and most importantly - human. Learn how to illustrate a customer journey map, prioritize your interaction points with customers, and come up with a strategy to improve those interactions

✓ SINGLE

How to Build a Thriving Community for Your Business

Map out the essential elements for creating a vibrant community. Discover a formula for determining your community's values & goals and discuss potential techniques for engagement.

✓ SINGLE

Setting the Right Price for Your Product

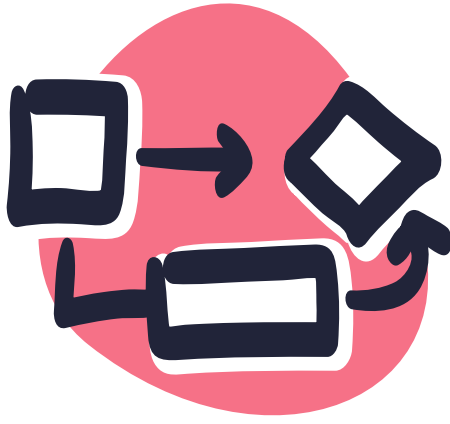
The first step for selling a product is setting the price. Doing it right can make the company successful but doing it wrong can make you lose the competition

✓ SINGLE

User Acquisition: A Beginner's Guide to Marketing Funnels

Learn why marketing funnels are essential to your business, discuss which type of funnel is best for your business, and gain great free tools for managing funnels

✓ SINGLE



Management & Leadership

Agile Project Management

Initiating, planning, executing and achieving success. Uncover the key to truly powerful project management.

 MINI-COURSE

Team Management — Maximize Your Team

Master bringing people together, deepening relationships and leveraging both your own strengths and the strengths of those around you.

 MINI-COURSE

Solving Complex Problems with Design Thinking

Design Thinking is a powerful process that aims to understand users, challenge assumptions, redefine problems, and create innovative solutions to test. Learn and practice the full Design Thinking framework — capture the mindset and needs of your customers, paint a picture of the opportunities, and test your solutions with quick, low-fidelity experiments.

 MINI-COURSE

Run Productive Meetings

When meetings are poorly planned and unfocused, they can be a total time-suck. How can you design and lead meetings that have an impact, build relationships, and even SAVE us time in the long run?

 WORKSHOP

Start Negotiating Price like a Pro

Learn a proven negotiation method for negotiating price and finding win-win solutions.

 WORKSHOP

OKRs: How to Set Business Goals that Aim for Success

The goal-setting methodology of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth. Learn how huge tech companies are using OKRs to generate ambitious yet achievable business plans

 WORKSHOP

Become a Skilled Interviewer

Curiosity and listening are the principles of an excellent interview. Learn how to best prepare, ask the right questions, listen carefully, and determine if the candidate is the right fit for your team.

✔ WORKSHOP

Competitive Analysis: Identify your Unique Advantage

Learn how to collect and review information about rival firms to make sure you're on the winning side

✔ WORKSHOP

Create Your Own Business Canvas

Learn how to apply the Business Model Canvas to your organisation to decipher your venture's value proposition.

✔ WORKSHOP

How to Hire the Right People

In this workshop, we'll equip you with a methodical hiring process based on insights from the bestselling book 'Who?'.

✔ WORKSHOP

Leading Changes in Your Team

Research shows that 70% of change efforts fail. Learn a change formula that enables you to advance a change within your team or organization without falling into change battle fatigue.

✔ WORKSHOP

Manage Projects Using Collaborative Platforms (Monday.com)

Learn unique Project Management (PM) methods to plan and deliver successful projects on time. Using collaborative platform Monday.com you'll practice solving real PM problems.

✔ WORKSHOP

Best Practices for Smart Outsourcing

Hiring employees outside the main offices (a.k.a Outsourcing) is gradually becoming an essential practice in the global business era. Learn why companies rely more and more on outsourcing; discuss its main challenges and discover best practices.

✔ SINGLE

How to Develop Your Team's Talent

Learn how to set clear goals for your team and elevate its members to meet the business results you seek.

✔ SINGLE

How to Find the Right Business Model

Which business models are most recommended and which one fits your product best.

✓ SINGLE

Case Study: Re-design your Company Structure

Learn the different models of organizational structure by analyzing case studies

✓ SINGLE

Crisis Management

Learn a process that enables your business to minimize risks when a crisis emerges and to recover quickly. Follow this process to assess a crisis accurately, plan how to deal with it, act and communicate your actions, and evaluate success.

✓ SINGLE

Decision Table: How to Make Tough Decisions

Learn a battle-tested method to help you turn uncertainty into decisive action.

✓ SINGLE

The Future of Work: How to Manage a Remote Team

Discover strategies to help you successfully manage geographically dispersed teams

✓ SINGLE

Culture Gaps: How to Manage Cultural Differences in Your Team

Learn a process that enables you to turn cultural differences (and similarities) into opportunities for building a stronger team

✓ SINGLE

Networking Tactics to Build Meaningful Relationships

Networking isn't about collecting contacts; it's about planting relationships. Learn smart networking tactics to make the most out of business events and conferences. Discover how to best prepare for an event, create meaningful conversations, and follow up on potential relationships.

✓ SINGLE

SWOT: How to Make Strategic Business Decisions

How to use SWOT Analysis to evaluate challenging situations and come up with actionable strategies.

✓ SINGLE



Data

Data Visualisation

Learn how to translate data insights into compelling visual stories for other key audiences: customers, teams with different specialisms, senior stakeholders, journalists, investors, or the wider public.

✔ WORKSHOP

Draw Better Business Insights from Data

How to analyze data and find unique insights that enable you to make smarter decisions.

✔ WORKSHOP

Consumer Research DIY: How to Conduct Polls and Focus Groups

How to collect important valuable data and use it.

✔ WORKSHOP

How To Use Google Analytics to Drive Business Insights

Learn how to measure and extract meaningful insights, report better and increase conversion using Google Analytics.

✔ WORKSHOP

Intro to Data

How data affects you daily and how to use it to your advantage.

✔ SINGLE

Powerful Ways to Collect Data

What types of data should you search for and techniques to do so accurately

✔ SINGLE

Using data Every Day With Google Sheets

In this hands-on workshop learn how to better clean, organise, optimise and analyse your data using Google Sheets.

✔ WORKSHOP



Product

Design for Non-Designers

Design isn't just about intuition & talent — it's about rules & context, just like a game. Learn how to independently design formats you need to create daily without the help of a professional designer.

✔ WORKSHOP

Intro to Product Management: Discover, Design, Build, and Control

How does the Product Management process work? What does successful product management look like? And what are the best tools to help you get started.

✔ WORKSHOP

Create Better Products: Key Principles of Good UX Design

When coming up with a new product, users determine how successful it'll be. Learn a layered UX model to engage better with users and ensure a better kickoff for your next product.

✓ SINGLE

A/B Testing: Main Principles

Learn the basics of A/B Testing — a simple yet powerful experimental tool that enables you to target for maximum effect at minimum resources.

✓ SINGLE

How to Achieve Product-Market Fit

What product-market fit really means, how to know when you've reached it, and what to do next to increase the likelihood your new products will succeed.

✓ SINGLE

Intro to R&D

This Jolt covers basic terms and concepts in software development, such as code, servers, and cloud. At the end you'll have a much better understanding of the development processes and their contribution to your business' success.

✓ SINGLE

Lean Startup: How to Build & Launch a New Product

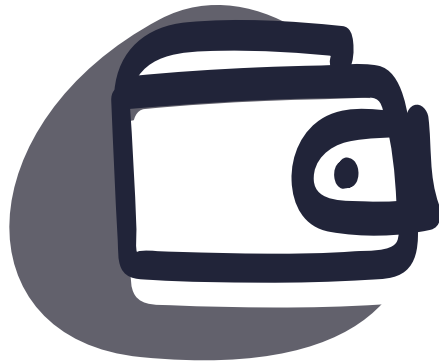
Running a Startup or a new product means, before everything, uncertainty. Discover what customers really want using an MVP, validate a company's business model during the whole product life cycle, and only invest your efforts in products that people will love and use.

✓ SINGLE

Product: How to Conduct Meaningful User Interviews

Learn the best practices for conducting exploratory interviews with users. By asking the right questions you'll avoid false user data, save time and money and truly find out if your idea is valuable. Remember, it's bit approval you're looking for, it's the truth.

✓ SINGLE



Finance

Improve your grasp of terms like KPI, cohort and vanity metrics. Learn how to implement them for greater success.

WORKSHOP

How to plan your budget and keep it under control.

WORKSHOP

Understand the structure of financial reports and how to read them without losing precious time

WORKSHOP

A startup needs much more than just a great idea — it needs funding. But how do startups raise capital successfully? Discover powerful techniques for mitigating risks and gain valuable insights on how it works from the investors' side.

WORKSHOP



World-class experts

The best teachers don't teach full-time. Learn from people who turn today's work into practical lessons you can implement tomorrow. All of our sessions are cast LIVE to our campuses by world-class experts from the four greatest innovation hubs on the planet — Silicon Valley, London, Tel-Aviv and New-York.

Admissions Requirements

Professionals with a minimum of 4 years' experience or a first degree with two years' of experience

Managers looking to make an impact, aspiring founders, entrepreneurs, business owners, who want to take their business to the next level.

Admissions Process

Send in your application so our team can review your application.

Schedule a call with the Admissions team — if you've not done this yet you'll need to do so ASAP to get started.

Once you've had your call with our admissions team, they'll be able to enroll you on to the course.

All you need to do is set up for payments and pay the first installment of your tuition fees, download the app, and book your first class.



Prepare for the call, you'll be asked questions including:

- How long have you been working professionally?
- What do you like about your current job?
- In what areas do you want to connect more to your current position/ company?
- Are you satisfied with where you are today?
- Where do you feel like something is missing?
- Where would you like to go within your job, do you want to stay there?
- Are you currently considering any other educational/ learning platforms?

What our current students say



I like the idea of being accountable to what I'm doing by coming to an actual session and meeting other like-minded people

Kristian James

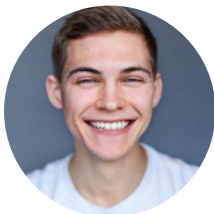
Founder @ Hawkwood



What attracted me to Jolt was that they specialise in the art of start-up — so I knew joining Jolt I would be able to implement what I learned straight away into my business.

Muhammad Malik

Co-Founder @ Ramadan Legacy



Jolt is fantastic! It's fun, professional and so helpful in giving me tools and confidence.

Tom Whiting

Student @Jolt



Frequently Asked Questions

When does it start? Have I missed lessons?

Not at all. The programme runs all year and you can join at any point. All classes in Jolt are repeated often. You can join at any point and start the next day or even a week later and you'll never miss out.

You'll have a dedicated app to choose your timetable, keep track of the lessons you've attended and see what to attend next.

You can join at any point and start the next day or even a week later and you'll never miss out.

How do you differ from other organisations and programmes?

We believe that perseverance is the key to great learning. We've built a unique learning experience so that you get the most value in the shortest amount of time by allowing you to shape your own schedule and complete the programme at a pace that suits you.

Jolt operates outside the space of formal academic regulation, so we evaluate ourselves after every single class. Every hour at Jolt is conceived with one purpose only: to move you forward.

We teach what you need to know now. This means the syllabus is absolutely current and constantly updated with the business methodologies and toolsets relevant to today's market.

Every hour at Jolt is conceived with one purpose only: **to move you forward**

How did you build the Not An MBA® programme?

The Not An MBA® programme was built by an academic committee consisting of 11 of the world's best business school graduates (Harvard, Stanford, London Business School, etc.) and a business administration professor who headed a US University.

FAQ's

Each Jolt in the Not An MBA® programme is approved by the committee, and put through Jolt's strict content approval process. Our process includes peer-validation, sourcing and training the Jolters (teachers), editing the content, continuous session-to-session enhancements & creating the exercises/projects – we invest more hours of development per session than any other educational establishment.

The flexible schedule allows students to complete all units and collect the points at their own pace

How long does it take to complete the programme?

The programme consists of 100 content modules, in order to complete it you must collect 3,500 points. The flexible schedule allows students to complete all units and collect the points at their own pace, attending regularly once a week or for concentrated study days. For those balancing the programme with work and other commitments, we recommend weekly Jolts, i.e. 4 times a month.

Each month you get four tickets, and at this rate you can finish it in 29 months attending 2-4 classes a month. We allow students to purchase additional tickets in advance so, in theory, it's possible to finish the programme in a few intensive months.

Do I receive a Diploma?

Yes! Once you've completed enough classes and gained the required points, you will receive the Jolt Not An MBA® diploma. In addition, every skill required will award you a Jolt badge to add to your LinkedIn profile.

How do I sign up for classes?

Via the app.

After purchasing a subscription, you'll receive a welcome email.

Follow the instructions to set up your account and select a password. Now you can sign up for classes via the app using the "Reserve a Seat" feature.

Once you've completed enough classes and gained the required points, you will receive the Jolt Not An MBA® diploma.

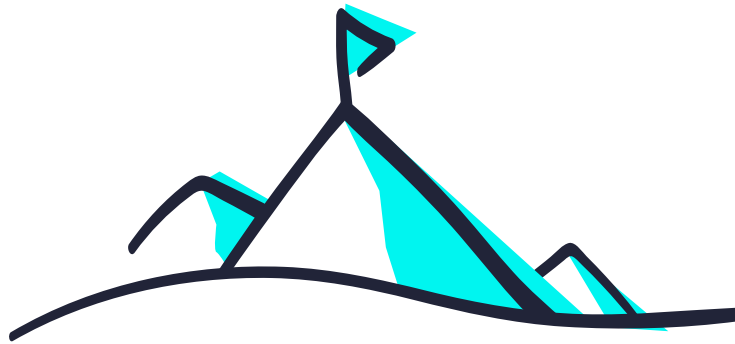
What is the difference between classes, workshops and mini-courses?

To complete the Not an MBA requirements, students need to complete 80% of the programme. The programme offers content units that vary in scope and format, and in the number of points they carry.

- **Class:** a 90-minute interactive lesson with a world-class expert.
- **Workshop:** a 3-hour session teaching a practical tool or skill with a world-class expert. This longer format includes both theory and hands-on practice.
- **Mini-course:** a series of 4 classes dedicated to a particular skill, method or tool. In this format, students sign up for all 4 sessions with the same world-class expert for in-depth learning.

Can you help me choose which classes to attend?

Of course, our Community Managers are always happy to help advise you on sessions. All you need to do is pop them an email or schedule a call.



**Join over 600 professionals
learning with Jolt**

Apply now