



FOUNDATIONS OF LEAN STARTUP

Using concepts from Eric Ries in his book, “The Lean Startup”, this workshop is one of the ways large companies are reinventing new product development to increase their success rate. Startup businesses also benefit from the workshop since it provides a set of tools, & principles that help better decision making around the ‘continue or stop’ decision.

Large firms suffer in that their size and bureaucracy get in the way of speed and efficiency when it comes to new product development. The workshop will help participants identify where they can minimize unnecessary processes and procedures and test new ideas quickly so allowing companies to learn fast and move forward. Your customers need you to bring new products and services to market, quickly and efficiently; they need to be involved in your process more to drive faster and better innovation. This workshop will help.



LEARNING OUTCOMES

- How to create a simple, clear definition of the challenge/ issue from the customer’s point-of view
- How to identify a range of solutions that meets the customer’s challenge
- How to identify key assumptions that are critical to the success of your solution.
- How to validate your assumptions with a ‘product’ that achieves maximum learning from customers with the least amount of development resources, effort, and time.
- How to measure the effectiveness of your ‘product’ in testing and validated your assumptions. How to assess if you are making progress, based on customer feedback.
- How to determine whether to continue with your strategy or to change course or even stop.

METHOD OF INSTRUCTION

A mix of Interactive Dialogs, Exercises, Lectures, Live and/or Video Demonstrations, and Instructional Simulation

TARGET AUDIENCE

Anyone involved with New Product Development or Entrepreneurs who are thinking of launching a new product or service.