

# ADVANCED LEAN STARTUP WORKSHOP

# Two-days of advanced innovation

The two-day workshop is specifically designed for corporates willing or working with Lean Startup. In the two days we will cover:

Day 1 – Real Startups & Lean Fundamentals

Day 2 – Scaling Lean Products

The first day will highlight the core lean startup tools and methods for those with less experience. The second day will be more in depth and focus on how lean startup is applied when scaling new products or existing products for those looking to impact their innovation projects more effectively.

## Day 1: Real Startups & Lean Fundamentals

“Should we run a Concierge or a Wizard of Oz test? Maybe a smoke test? And what exactly is ‘Picnic in the Graveyard’?” Lean Startup is full of buzzwords and jargon that are beyond confusing. Our reaction is to over simplify our advice to startups into Step 1, 2, 3 dogma that often results in bad advice. Does every startup need to create an early signup smoke test? Will a B2B product focused on the energy sector really have a CIO sign up based on a landing page?

Real Startups don't need dogma or a step-by-step process. They need a well-organized toolbox that lets them choose the right tool at the right time.

Primary Objective: Understand and differentiate lean thinking from dogma and hype.

Topics Include:

- ✓ Lean Startup Principles
- ✓ Intro to The Real Startup Book
- ✓ Customer Segmentation & Personas

You Should Attend If...

- ✓ You have some, but limited experience with lean startup in real-life practice;
- ✓ You're not sure what the difference is between techniques such as Concierge Test and Wizard of Oz Test;
- ✓ You lead or coach one or more innovation teams as a product manager, coach, accelerator, manager, or mentor.

## Day 2 Scaling Lean Products

There are three levels when scaling lean products:

- ✓ Discovering the user experience;

- ✓ Validating the right product metrics based on user experience;
- ✓ Interpreting metrics and next steps through lean analytics. User experience will be covered through storyboarding and value stream mapping.

Storyboarding is used to map the customer's journey from finding the product down to experiencing the product's value proposition. Value stream mapping is method for analyzing the storyboard's current iteration, and designing future iterations that will make the product as frictionless as possible. Product metrics moves user experience mapping further by discovering and validating the individual metrics found in between each point of the storyboard. And finally, lean analytics will merge everything covered in the workshop by offering a set of tools and frameworks to develop deeper understanding for what's going on in between the product and the customer experience. Analytics will subsequently be used to complete the lean product's learning loop and offer deeper insights for upcoming triages.

Primary Objective: Impact innovation projects more effectively.

Topics Include:

- ✓ Storyboarding & Value Stream Mapping
- ✓ Product Metrics & Dashboards
- ✓ Lean Analytics (hint: yes, you will have to do math & statistics)

You should attend if...

- ✓ You have limited experience with lean startup in real-life practice;
- ✓ You're not sure what the difference is between techniques such as Concierge Test and Wizard of Oz Test;
- ✓ You have an active lean startup project that you lead or are supporting;
- ✓ Stakeholders in your organization do not understand what you are doing or why you should be doing it

### **Certification**

You'll receive a certificate of completion from Kromatic and Startup Spirit.

## About the workshop trainer Manuel

Manuel became part of Kromatic after working closely with Tristan Kromer in designing Lean Enterprise transformation ecosystems for large, world leading organisations. Manuel is an experienced facilitator of Innovation workshops with corporate leadership and teams. He teaches Lean Startup / Design Thinking to teams of corporate entrepreneurs. Manuel spends his time with Fortune 500 companies as well as small startups in multiple industries and regions of the world (e.g. Asia, Europe and US) using the mindset and principles of Lean Startup, Design Thinking and Business Model Innovation to help leaders and teams to change, transform or improve the way they do business. As Italian, you can also ask him to cook a great Italian meal for you.



## Questions?

Call or mail us at [r@startup-spirit.com](mailto:r@startup-spirit.com) or +31-6-19344319

And check : [www.leanstartupworkshop.com](http://www.leanstartupworkshop.com)

# Agenda

## Day 1 Real Startups & Lean Fundamentals

|       |   |
|-------|---|
| 09:00 | Welcome with coffee / tea   |
| 09:15 | Introduction  |
| 09:30 | Overview of the class - what do you want to take home after this workshop?  |
| 10:00 | Principles of Lean - A short trip back to the basics of Lean Startup to put them back into the daily practice               |
| 10:45 | Complex Sale Buyer Types - Customer Personas - Targeted ways to empathize with buyers in B2B and built effective strategies |
| 11:30 | Value Proposition Sketching - Comprehension Tests - Effective Experimentation   |
| 12:30 | Lunch   |
| 13:30 | Risk Analysis - 2x2 Prioritization - what risks to tackle first?  |
| 15:00 | Stakeholders Influence Mapping - who to involve in experiments?   |
| 17:00 | Wrap-up - open discussion, retro and feedback   |
| 19:00 | Dinner - optional, not included in official program   |

## Day 2 Scaling Lean Products

|       |   |
|-------|---|
| 09:00 | Welcome with coffee / tea   |
| 09:15 | Introduction to today's class   |
| 09:45 | Real Startup Book - doing the right experiment, and do the experiment right                                       |
| 10:30 | Experiment Design - how to effectively create and run experiments   |
| 11:30 | Lean Teams - how to run experiments with and in teams   |
| 12:30 | Lunch   |
| 13:30 | Innovation & Portfolio Management - what traits do innovations need to make them a succes in our organization     |
| 14:30 | Corporate Innovation Obstacles - Ecosystem Design - what to do to make innovation easier in complex organizations |
| 15:30 | Lessons Learned - open discussion, retro and feedback   |
| 16:30 | Wrap-up   |

**“Innovation distinguishes  
between a leader and a follower.  
”**

Steve Jobs – Co-Founder at Apple

The Advanced Lean Startup workshop is a co-production of  
Startup Spirit and Kromatic