

Introduction to Lean Startup

Lean startup techniques for product & service delivery teams

Why: understand the basics of the "lean startup methodology"

Who: delivery team members
project leads / managers
project sponsors
product managers
team leads & managers

How long: 1 day session

Course topics

- 1) Introduction to the lean start-up methodology
 - Background & principles
 - Types of innovation
 - Innovation diffusion & adoption patterns

- 2) Validated learning
 - Introduction to the Lean Canvas
 - Finding market fit
 - Persona development
 - Empathy mapping
 - Pragmatic personas
 - Customer interviews
 - Prioritising adopters
 - Macro-pivot experiments
 - Product / service optimisation
 - Micro-optimisation experiments

- 3) Innovation accounting & lean reporting
 - Measuring progress
 - Data driven decision making (DDDM)
 - An introduction to lean governance
 - Pirate metrics
 - Pivots
 - Feedback cycles
 - Kanban

- 4) Build – measure – learn
 - Creating measurable hypothesis
 - Success criteria
 - Creating the MVP
 - Impact mapping

Additional information

Tools & techniques covered:

- Impact mapping
- Dave McClure's Pirate metrics
- Empathy mapping
- Pragmatic persona creation
- Lean Canvas
- Kanban