

Lean Startup

This training focuses on applying the Lean Startup mindset and frameworks to launch new products and services. It shows you how the Lean approach helps businesses improve their processes to be easier, faster and deliver greater customer value.



Training Overview

This training first presents the basic principles of the Lean Startup mindset and methodology as explained by Eric Ries. It also explores the developments in its usage since then. The focus is on steps to take a product to market, such as generating and validating ideas, creating a market ready product with the least investment possible, meaningful metrics of success and pivoting.

Training Objectives

At the end of the training, trainees have a clear understanding about the following:

- History and characteristics of Lean Startup
- Basics of the Lean Startup model
- Advanced practices to enhance the Lean Startup model
- Success and failure stories from the industry
- Overlap with other innovation practices and combining them to achieve greater outcomes

Target Audience

This training is intended for Entrepreneurs, innovation leaders, new Business Development Managers, Product Managers and Marketing Managers, but can also be extended to any team member in a product or delivery team, especially designers or engineers.

Prerequisites

Participants should have a basic knowledge of product or software development, project life cycle, entrepreneurship and an understanding of business models and/or technology.

Training Content

1. Basics of Lean Startup

- Introduction to Lean Startup: principles, history, overview of the model
- Build - Measure - Learn loop
- Creating experiments to test hypotheses
- Minimum Viable Product (MVP)
- Innovation Accounting –The 3 A's

2. Advanced Practices

- The Lean Canvas
- The Art of Pivot
- Immersive Exercise
 - Following 'Design Sprint', a Google Ventures method
 - Paper prototyping and User Journey
- Leading a Lean Startup culture
- Introduction to supporting Practices
 - Continuous delivery
 - Lean UX
 - Agile

Training Information

Training will be conducted by an experienced trainer and Agile Coach from why innovation!.

Each training will have a maximum of 12 participants.

Duration: 2 days (16 hours)

Location: Singapore/ Hong Kong/ Shanghai

Price: SGD 1,600/ HKD 9,000/ CNY 6,000

Select more than 1 training to be eligible for a discount.

Related Trainings

1. Business Model Innovation
2. Design Thinking
3. Scrum Product Owner with PSPO I Certification

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