A message from David J Bland.

I’ve been helping corporations fill in the gap between Design Thinking and Agile with Lean Startup.

Overall this is part of a bigger corporate shift I see in modern organizations from large batch, project based work to small batch, product based work.

The following workshop uses the same tools and techniques that I’ve personally applied to Fortune 500 companies while launching corporate Minimum Viable Products in the market. I hope it resonates, since I truly believe this is the future of product.

…and yes, you’ll get the slides :)

@davidjbland
Design Thinking
Design Thinking

Agile
Design Thinking

As a Unicorn...
The Lean Startup
Eric Ries
BUILD

Adapted from Eric Ries
Adapted from Eric Ries
Adapted from Eric Ries
Adapted from Eric Ries
Adapted from Eric Ries
Start with LEARN
LEARN

Adapted from Eric Ries
What do we need to **LEARN**?
LEARN MEASURE

Adapted from Eric Ries
What do we need **MEASURE** to **LEARN**?
Adapted from Eric Ries
Do we need to **BUILD** to **MEASURE** to **LEARN**?
Adapted from Eric Ries
Adapted from Eric Ries
Adapted from Eric Ries
LeanUX
Jeff Gothelf & Josh Seiden
Business Model Generation
Alex Osterwälder
Adapted from Eric Ries
assumption
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Three Types of Assumptions

- Desirable
  - Do they want this?

- Feasible
  - Can we do this?

- Viable
  - Should we do this?

Adapted from Larry Keeley, Doblin Group
Desirable & Viable?
Desirable & Viable?
Desirable & Feasible?
Desirable & Feasible?

Be yourself.
Secret is a space to openly share what you’re thinking and feeling with your friends. Speak freely, share anything.

Write beautifully.
Make your words stand out by adding a photo or color backdrop. Swipe to adjust until it feels right. Every post is unique.

No names or profiles.
It’s not about who you are — it’s about what you say. It’s not about bragging — it’s about sharing, free of judgment.

Great ideas spread.
The more people love your posts, the further they spread. Your thoughts can travel worldwide.
Feasible & Viable?
Feasible & Viable?

[insert your product here]

Available on App Store and Play Store

Download App
Assumptions Around All Three

Desirable

Feasible

Viable

Adapted from Larry Keeley, Doblin Group
Now It’s Your Turn
Choose an Opportunity to Disrupt the Agile Product Ecosystem.

1. Virtual Reality for Agile
2. Artificial Intelligence for Agile
3. Augmented Reality for Agile
Declare Your Assumptions
Desirable Assumptions

Our target customer for our solution is?
(tip: How would you describe your primary customer segment)

The problem our customer wants to solve is?
(tip: what does your customer struggle with or what need do they want to fulfill)

Our customer solves this problem today with?
(tip: how does your customer solve this problem currently)

Our customer cannot solve this problem today because?
(tip: what obstacles have prevented customers from elegantly solving this)

The outcome our customer wants to achieve is?
(tip: what qualitative / quantitative outcomes happen in your customer’s life)

Our customer will stop using their current solution because?
(tip: how is your solution 10x better than what customers are doing today)
Viable Assumptions

Our acquisition channel for obtaining new customers.
(tip: what will be your one or two main acquisition channels)

Our customer will repeatedly use our solution by?
(tip: what would customers come back to do and how often would they do it)

Our customer will refer us to new customers because?
(tip: why and how would your customer refer your solution to new customers)

The solution supports our company vision by?
(tip: how does this solution align to the long term vision of your company)

The primary competitors to our solution are?
(tip: list out the top 1-3 competitors to your solution)

We will generate revenue by?
(tip: what will be the primary way you make money)
Feasible Assumptions

Our biggest technical or engineering challenges are?
(tip: what major architecture challenge could get in the way of building)

Our biggest legal or regulatory risk will be?
(tip: what laws or regulations could prevent you from operating)

Our internal governance or policy hurdles are?
(tip: what internal policies or procedures will get in the way)

Our leadership team supports this solution because?
(tip: what are leadership expectations for this solution)

Our funding for this solution comes from?
(tip: how is this solution funded and how long is your runway)

Our team is uniquely positioned to win because?
(tip: what makes your team well suited to beat the market)
Map Your Assumptions
known

unimportant

important

unknown

@davidjbland

PRECO®
What assumptions are unknown + important?
@davidjbland

known

important

unknown

unimportant

leap of faith assumptions
defer commitment
Leadership Around All Three

Adapted from Larry Keeley, Doblin Group
<table>
<thead>
<tr>
<th>Feasibility</th>
<th>Build, Borrow, Buy?</th>
<th>Value Propositions</th>
<th>Customer Relationships</th>
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<tbody>
<tr>
<td>Key Partners</td>
<td><img src="image" alt="Key Partners" /></td>
<td><img src="image" alt="Value Propositions" /></td>
<td><img src="image" alt="Customer Relationships" /></td>
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<td><img src="image" alt="Customer Relationships" /></td>
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<td>Revenue Streams</td>
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Adapted from Eric Ries
Why Companies Fail & How To Prevent It

In a recent study, data-marketing firm FRACTL analyzed why startups fail. The research particularly interesting because the findings serve as a good pointer as to how new ventures in established companies can also fail. At the end of the post I've shared a simple framework to avoid the risks of failure.

A recent FRACTL study of over 200 company post mortems found that the #1 reason new ventures failed was because their business model was not viable.

The research shows that we have good ideas, but bad businesses.

http://blog.strategyzer.com/posts/2016/6/20/why-companies-fail-how-to-prevent-it
Assumptions Map

Experiment Board

known

important

unimportant

unknown
To Recap

1. Mind the gap between design thinking and agile
2. Declare your assumptions as a team
3. Focus your experimentation on unknown + important
Now What?

david@precoil.com

We’ll donate 30 minutes to help you sort things out at http://precoil.com
Modern Teams

Cross Functional
Engineering, Product, Design and other roles if needed.

Diverse
Team members vary in race, ethnicity, gender, age and other dimensions.

Customer Centric
Desire to create deep customer empathy and solve painful problems.

100% Dedicated
Create space for the team to only focus on this initiative.

Data Influenced
Continue to measure outcomes, not just deliver features.