

# Enterprise Innovation Workshop

Learn to leverage early experimentation to accelerate innovation

“Lean start-up practices aren’t just for young tech ventures... To ensure their survival and growth, corporations need to keep inventing new business models. This challenge requires entirely new organizational structures and skills.”

~ Steve Blank, *Harvard Business Review*\*

One of the most exciting developments in recent years is the set of approaches focused on experiment-driven product strategy and development, and not just in startups. Organizations are shifting to from “Can we build it?” to “Should we build it?” by leveraging early experimentation to de-risk product initiatives and accelerate innovation and disruption.

In our Enterprise Innovation Workshop, we introduce core tools, practices and concepts that clearly define how to leverage Design Thinking, Lean Startup, Business Model Generation and Customer Development practices in a large organization. This workshop will help you transform your business to meet the challenges of your industry head on and to build the capability to innovate like a startup while creating solutions that truly solve your customers’ problems.



# Enterprise Innovation Workshop



## Workshop Goals

This two-day workshop teaches your enterprise a repeatable framework for cultivating innovations and converting them into sustainable new business models. Participants will gain skills for effectively designing, running, and extracting actionable learning from experiments; taking away with them knowledge of which types of experiments to run, when to run them, and at what stage of development.

During this collaborative workshop, attendees will design a notional product and gain experience through validated hands-on learning. Each workshop covers the following topics in a combination of lecture materials, examples, and group activities to reinforce concepts, including:

- » Enterprise innovation and intrapreneurship
- » Applying Design Thinking, Lean Startup, and Customer Development
- » Achieving problem-solution fit, product-market fit, and scale
- » Designing effective experiments and extracting actionable insights
- » Tools for tracking, managing, and prioritizing experiments
- » Organizational structures and management practices for innovation to thrive



## About SolutionsIQ

We are the world's largest provider of Agile transformation and innovation solutions for business and technology. Our leading Agile Transformation Solution is an integrated approach that combines Agile values and principles, scaling patterns and change management methods to deliver sustainable business results.



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