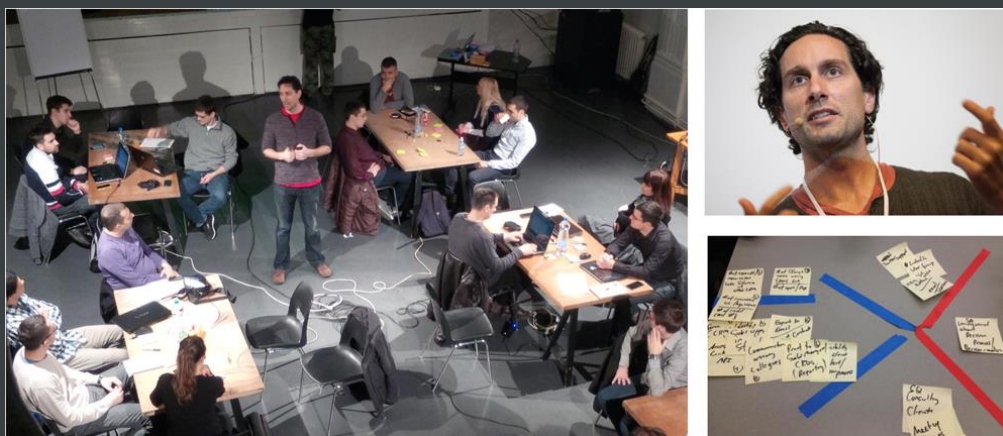# Bringing the startup approach into your organization
Porto Executive Program, November 13-15, 2014

Day 1 - Why Lean Startup Matters for Your Enterprise

Innovation can save your company, or kill it.

This is not a step by step guide to implementing the latest buzz words that can lead to short term gains and long term catastrophe. Changing the fundamental practices of your company can't be done by recipe. Lean principles can be applied by product teams, but also within change management to design an innovation ecosystem.

Module 1 - Lean in the Enterprise

Overview of lean startup principles, methodology and case studies.

Module 2 - Stakeholders, Angels, and the Brand Police (Common pitfalls)

Explore different enterprise and government environments that pose challenges when implementing lean startup practices.

Module 3 - Customer Persona & Segmentation

Create effective customer segments that allows teams to focus on early adopters of their product and begin the customer discovery process.

Day 2 - New Ideas & Customer Discovery

You're delusional. And that's not a bad thing.

You're trying to encourage entrepreneurship and innovation in your company and you have to dream big, push boundaries, and change the world. But at the end of the day, a customer has to pay for your product or you won't have a business. Your success depends on those

customers, who don't always do what you expect.

- **Module 4 - Value Proposition Design**

  How to design a value proposition hypothesis and use cases based on their early adopter customer persona.

- **Module 5 - Early Channel Hacks**

  Covers initial channels to reach customers and conduct field research.

  This module is split into B2B and B2C channel hacks to provide focused knowledge relevant to each type of startup.

Module 6 - Customer Discovery & Interview Techniques

Teams practice qualitative research techniques to gain market insight and empathy prior to creating product specifications.

Day 3 - The "Holy" Grail: Product/Market Fit

Big , bold, risky, ideas require small steps forward.

Some ideas have technology risks, some have eco-system risks, some risk being crushed by 500 lbs gorillas in the industry, but all ideas have Product / Market Risk. If you build it, will they come? Take your big

idea and break it into a series of small steps to test Product / Market Fit with a Minimum Viable Product. But, of course, it starts by getting out of the building.

Module 7 - "Out of the Building" Interviews

Teams conduct qualitative interviews with customers.

Module 8 - Experiment methods

An overview of various experimental methods available, when to use them, and the possible biases of each method.

- **Module 9 - Metrics & Product/Market Fit**

  An overview of vanity vs. actionable metrics, AARRR metrics, & how to identify relevant metrics for experiments.

- **Module 10 - (Re)-Inspiration**

  Take a step back for a good hour or so. A lot of topics were covered over the last three days. Let's look at original conversation on "Lean in the Enterprise" with fresh eyes.

Additional details

- *Minimum attendance of 90% is required for certificate issuing.*
- *Workshop will be held in English.*
- *Executives should bring their own computer.*