



LEAN STARTUP PRINCIPLES

# Module 4 Workshop



2 HRS

# WORKSHOP LOGISTICS

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## Suggested Agenda

In this second workshop, you'll complete 3 activities with your team. The workshop should take approximately 2 hours.

- + Methods to Synthesize (30 min)
- + Update Your Canvas (30 min)
- + Create Your Summary Deck (60 min)

## Supplies

- + a copy of the Value Proposition Canvas (on page 6)
- + pens or pencils
- + access to Powerpoint, InDesign, Google Slides, or another program that will allow you to create a PDF for your summary deck

## Before You Begin

- + Appoint one of your team members to be the timekeeper for this discussion meeting.

# SYNTHESIZING WHAT YOU'VE LEARNED

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You've gone out in the field and talked to customers. You have interview and observation notes to prove it. You've also designed and run an experiment, and hopefully had a chance to witness firsthand how a real person interacts with your idea for a product or service.

Now how do you make sense of what your customers have told you or the behaviors they've displayed? Are you on to something that works, or were most of your hypotheses rejected?

Think back to the 4 original case studies from the beginning of this course. You met Karuna, Frank, Justine, and Zainab. Hopefully you've learned some methods that you could teach them to test ideas faster and more efficiently. But how would you help them make sense of what they learn? We'll share a few tried and true techniques for digesting customer feedback and turning it into actionable insights.

By the end of this series of exercises, you should be ready to develop an updated version of your value proposition canvas. Then you'll need to determine whether you should abandon your idea, pivot, iterate, or push forward.

Do you have a concept or idea worth continuing to sink your hard-earned time, energy and resources into?

That's the million dollar question for Lean.

# 1. METHODS TO SYNTHESIZE

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## 1. Methods to Synthesize (30 min)

Gather your team together for a step-by-step discussion of your results. We've adapted some of these methods from the excellent "Mini Guide to Experiments" from [MovetheNeedle.com](http://MovetheNeedle.com).

- + What are the actual results of your experiment? Did you hit your target metrics?

*Remember, you should have quantitative data and you should have already decided what success would look like, so this step should be easy.*

- + Why did you get these results?
  - > Create new hypotheses about why you think your customers responded in the ways that they did.
  - > Keep asking why.

- + Did you discover new insights?

- > This is a point where you can start to bring in qualitative data including observations from your field visits or anecdotes from your customer interviews.
- > Document the most significant new insights you learned.
- > Some techniques for pulling together insights are described on the next page.

- + What comes next?

- > As a team make a decision about the specific steps you will take next.
- > Will you update your hypotheses? Talk to more customers? Move forward with what you already have? Commit to action items.



# 1. METHODS TO SYNTHESIZE

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These tips have been adapted from the [Talking to Humans](#) guide by Giff Constable referenced earlier in the course.

## **Find patterns**

Have everyone on your team write out the key points on post-it notes or on large pieces of flip chart paper. Then pool everyone's notes together. Color code or sort them into groups where you see similar themes or patterns emerging. These are likely some of your most useful insights.

## **Don't design by committee**

As you start to see patterns across your insights, it's also important to keep in mind that there might be some outlier voices among your customers. That's ok. Don't feel like you need to bend over backwards to accommodate requests from every single user. Ultimately, the founding team needs to be in charge and steer the ship. Be an intelligent filter & keep your own design perspectives and intentions in mind. The challenge is to maintain your vision while still being attuned to the feedback that will actually be valuable and help you move forward.

## **Be aware of false positives**

Compliments are flattering. They stick in our minds easily. But be wary of sinking too much faith into nice things people say. They might just be being kind in an interview, but would not actually buy the product if real money is on the line. Expect to have some false positives & take these into account when making any decisions about whether to move forward.

## **Build a dashboard or a scorecard**

Create a clean spreadsheet or flipchart where you can track the key important metrics as you continue to run experiments. You want a clear place where everyone on the team can efficiently monitor progress so that you know what is working and what is not. Building a very basic dashboard that presents your key actionable metrics in an understandable way can work wonders for a company or new initiative.

## 2. UPDATE YOUR CANVAS

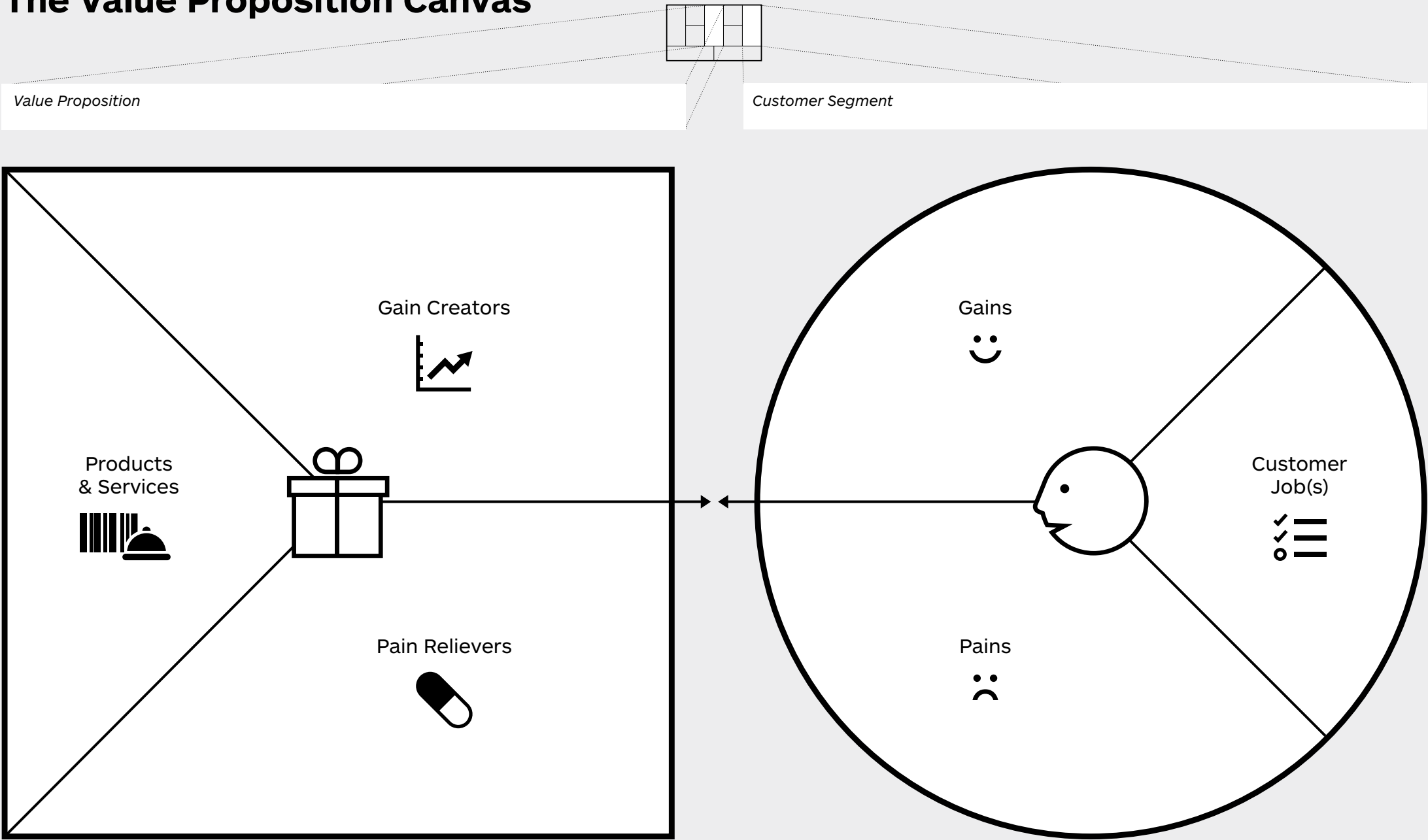
### 2. Update Your Canvas (30 min)

Based on what you've learned, revisit your Value Proposition Canvas from Workbook 1. Update your hypotheses about your target customers and their potential pains and gains based upon what you've learned.

Your completed value proposition canvas is the final assignment for the course.

You'll want to continue to fill out versions of this canvas and continuously update your hypotheses until you've gained real traction and achieved the magical "product-market fit"!

## The Value Proposition Canvas



## 3. CREATE YOUR SUMMARY DECK

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### 3. Create Your Summary Deck (60 min)

To complete the course, you'll submit your a summary slide deck as a PDF.

Your summary deck should include:

A cover page.

A slide describing the organization or idea that you're working on.

A slide with your completed Value Proposition Canvas from Module 1.

A slide with your four hypotheses from Module 1.

A slide with your interview guide from Module 2.

A slide with an image and a description of your experiment from Module 3.

A slide with your updated Value Proposition Canvas from Module 4.

At least one slide of your team's reflections and takeaways from the course. You can respond to any or all of the following questions:

- + How has your understanding of what constitutes a "lean" approach changed through this course?
- + How will you apply the lessons from this course to your current work?
- + What is one thing that you'll now do with a "lean" approach? What will that look like?
- + What was the most surprising thing you discovered through this course?