Raising the Curtain on Innovation Theater

Government Lean Startup That Works

@jonruark
THE LEAN STARTUP
Agile
1. Frame Hypotheses

- Frame Hypotheses

Business Model Canvas
2. Test Hypotheses

- Frame Hypotheses
- Test Hypotheses

Business Model

Customer Development

SEARCH

EXECUTION
There Are No Facts Inside The Building, So Get Outside

(from behind the desk)

“Get out of the building” = Talking to people

Lean: Gemba = Go Where the Work is Done!!
Elements of Lean Startup

Part 1

Part 2

Part 3

Agile Engineering (not a serial pipeline process)
99% Validation

1% Verification
Lean Startup

Peak of Inflated Expectations

Plateau of Productivity

Slope of Enlightenment

OK, Agile in Government

Trough of Disillusionment

Technology Trigger

TIME

VISIBILITY
1. Entrepreneurs are everywhere
2. Entrepreneurship IS Management
3. Validated Learning
4. Build-Measure-Learn
5. Innovation Accounting

Source: The Lean Startup, Eric Reis
Innovation Thrives With 5 Things

1. Space
2. Methodology
3. Metrics
4. Resources
5. Culture

Source: Steve Blank
Sustainable Growth · Team Morale

Continuous Innovation · Continuous Transformation

Commitment to Truth

Discipline

Excellence

Continuous Improvement

Vision · Purpose · Investment in People · Long-Term Thinking

Source: The Startup Way, Eric Reis
Innovation Sourcing
- Days

Problem Curation
- Days - Week

Problem Statement

Use Cases

Market Survey

Prioritization
- Days

Solution Exploration / Hypotheses testing
- Weeks - Months

Incubation
- Weeks - Months

Integration
- Weeks - Months

Engineering

“Shark Tank”

Innovation Thrives With 5 Things

✓ Space
✓ Methodology
✓ Metrics
✓ Resources
✓ Culture

Source: Steve Blank
Customer Development
Riding the wave
We CAN move fast
You are going to be wrong over and over.

Be wrong in a cheap and fast way.
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