

# THE INNOVATOR'S METHOD

## Bringing the Lean Startup Into Your Organization

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The Web site for this book is at [www.TheInnovatorsMethod.com](http://www.TheInnovatorsMethod.com).

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**MAIN IDEA**

When you look at history's greatest innovators, you'll find they don't just launch products on the market and hope for the best. Rather, successful innovators:

*Look for a problem which is worth solving – that customers will care enough about to pay for a solution*

*Develop a series of prototypes – iterate until they end up with a viable and valued solution to that specific problem*

*Figure out a solid business model that makes sense – distribution channels, pricing, cost structure for profitability, etc.*

The Innovator's Method is how you carry out all these same activities in a structured way whether you're working for a start-up or in a large established organization. It also works whether you sell to outside customers or only to internal customers.

*"New tools and perspectives for validating big ideas characterized by high uncertainty are emerging in many disparate fields. Whether you call it lean start-up, design thinking, or agile software development, these new methods are revolutionizing the way managers successfully create, refine, and bring new ideas to market. These and other tools help entrepreneurs, designers, and software developers lower uncertainty and risk through cheap and rapid experimentation. The Innovator's Method is an end-to-end process for creating, refining, and bringing ideas to market."*

– Nathan Furr and Jeff Dyer



▶ 1	<b>INSIGHT</b>	Actively look for and savor complete surprises
▶ 2	<b>PROBLEM</b>	Discover the real job-to-be-done
▶ 3	<b>SOLUTION</b>	Prototype the minimum "awesome" solution
▶ 4	<b>BIZ MODEL</b>	Validate your preferred go-to-market strategy
▶ 5	<b>PIVOT</b>	Master making any pivots which are needed
▶ 6	<b>SCALE IT</b>	Get your product into the marketplace

**Step 1 – Insight – Actively look for and savor complete surprises** . . . . . Page 2  
 Search broadly for insights about problems worth solving. Pay particular attention to what you learn that surprises you – that kind of information may lead to entirely new ideas.

**Step 2 – Problem – Discover the real job-to-be-done** . . . . . Page 3  
 Instead of starting with a solution looking for a problem to fix, explore the customer's actual needs. Make certain you're going after a problem worth solving.

**Step 3 – Solution – Prototype the minimum "awesome" solution.** . . . . . Page 4  
 Rather than plunging in and developing full-scale products, test multiple prototypes which head in different directions. Keep iterating each solution until you have a minimum viable prototype and eventually a minimum awesome product.

**Step 4 – Biz Model – Validate your preferred go-to-market strategy** . . . . . Page 5  
 Once you know what the solution needs to look like, you then validate the other components of your business model such as pricing, marketing, cost structures, etc.

**Step 5 – Pivot – Master making any pivots which are needed** . . . . . Page 6  
 Due to the fact you're facing uncertainty, it's likely you will need to pivot when you don't guess right the first time. Get good at doing this because odds are you will need to pivot.

**Step 6 – Scale It – Get your product into the marketplace** . . . . . Pages 7 - 8  
 Once you've turned your various hypotheses into facts, you then get busy scaling to reach the broader marketplace. At this point, traditional management disciplines come into their own. You need the art and science of scaling.

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