

Playing Lean Workshop



The faster learner wins



Executive summary

This workshop teaches your team the **Lean Startup methodology** by competing in the social, physical board game - Playing Lean.



Playing Lean Workshop

Lean startup

Innovation is the life blood of any company. Or it should be, at least, in these fast moving and extremely competitive times. Too often though, organisations find themselves struggling to make their ideas succeed.

What is Playing Lean?

Playing Lean is a new board game designed to facilitate teaching and learning the concepts and mechanics of the Lean Startup.

Organisations large and small are using new methods to innovate faster. And more and more are finding the Lean Startup method helps them improve the odds of success. First described in the best-selling book by Eric Ries, Lean Startup is now a movement that is transforming how new products and services are built and launched.

So, how do you learn about Lean Startup?

Playing Lean Workshop

Playing Lean is both a serious board game and a fun workshop. Combined, it's a great way to kickstart your learning about Lean Startup. You get to play a game, have a lot of fun and still call it work!

After the workshop, you have an overview of the method, a handle on the most important concepts and a fully described, personalised experiment to take home and try in your organisation.

Workshop consists of 4 parts described below. Main part of the workshop is the Playing Lean game.

Main parts of the Playing Lean Workshop

Part 1: Executive Summary

To kick off the workshop, we'll give you the executive summary of Lean Startup:

- What is the Lean Startup and why it is relevant now?
- The five principles of entrepreneurship
- The four stages of innovation

Don't worry, we won't keep you from playing the game for too long!



Part 2: Playing Lean



In Playing Lean, four teams of up to three players battle for control of the market. Can you build a new product that the customers want, faster than your competitors?

During the game, teams will do experiments, add features to the product, build the company and win new customers. The Lean Startup approach is at the heart of the game, and every experiment will introduce new concepts and vocabulary that the game facilitator will go through.

Playing Lean creates experiential learning, the kind you do not forget easily!

Game Mechanisms:

The game is won by the team who uses their resources best.

Throughout the game, you have to:

- Do your research on potential customers,
- Develop a product by building and removing properties, and
- Sell the product to ever larger customer groups.

The winner is the first team to sell their product to the mass market.

During the game, players feel the pressure of inadequate resources, unexpected experiment results, and how small margins can be between winning the mass market and losing it to a competitor

Part 3: Retrospective

When the dust settles, we debrief. We evaluate how each team performed and the choices that were made during the game. What would you do differently?

Part 4: Experiment Design

We want to put the experience into the perspective of daily relevance. Having learnt and experienced the Lean Startup, what experiments could you try out when you get back to the office?

We go through some famous examples of great experiments. Then we use the Playing Lean Experiment Template to design your own: At which stage is your project or idea? What can you do by yourself, with big budgets and difficult approval processes?



Full Day Workshop schedule

Workshop lasts for 8 hours and it is imbued with both playing and learning. Additionally a component of competitiveness is embedded in the game to make it more interesting.

SCHEDULE

Time	What
08:30 – 9:00	Participants' registration
09:00 – 09:15	Workshop opening
9:15 – 11:00	Part 1: Executive Summary
11:00 – 11:15	Coffee Brake
11:15 – 13:00	Part 2: Playing Lean
13:00 – 14:00	Lunch Break
14:00 – 15:00	Part 3: Retrospective
15:00 – 15:15	Coffee Brake
15:15 – 16:45	Part 4: Experiment Design
16:45 – 17:00	Workshop closing remarks

Half Day Workshop schedule

Half day workshop lasts for 4 hours and it is imbued with both playing and learning. Additionally, a component of competitiveness is embedded in the game to make it more interesting. It covers Parts 1: Executive summary, 2: Playing Lean, and 3: Retrospective.

SCHEDULE

Time	What
9:00 – 09:30	Part 1: Executive Summary
09:30 – 12:00	Part 2: Playing Lean
12:00 – 12:30	Coffee Break
12:30 – 13:00	Part 3: Retrospective



Who is this workshop for?

For **Intrapreneurs**, individuals who would like to change how products are built and launched inside of the established companies.

For **Individuals**, working on innovative ideas or developing their projects and want to learn about Lean Startup methodology to be able to mitigate the risk of failure.

For **Startup founders** who would like to learn from experienced trainers about Lean startup methodology and how to start their business in a Lean Startup way.

What are others saying about the Playing Lean

“After the first round, everybody was hooked, invested, and actively participating in learning the best strategy for finding and selling to customers, the Lean Startup way!”

- Pete Oliver-Kruger, Entrepreneur in Residence

"I was doubtful that the game would be fun, but my expectations were totally blown away. I learned the value of removing features in order to transition one's product to newer bigger markets. It also helped that my team won!"

- Daniel Trejo, Product Engineer

"Playing Lean offers an excellent combination of learning in a group while having fun playing. It's a great game for learning Lean Startup principles!"

- Kristoffer B, Development Manager

„Playing Lean is an excellent game to create an understanding of the essence of Lean Startup, provide a basis for good discussions and make theory into practice. I would very much recommend Playing Lean!“

- Caspar M Lund, Senior Business Developer @ BTO



Playing Lean Workshop

Playing Lean Workshop Facilitator

The workshop is facilitated by Miro Hegedić, an [official Playing Lean Facilitator](#).



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Miro Hegedić, PhD is a founder of Lean Startup Croatia and co-founder of the Startup Drill – lean startup educational program. He holds PhD in process optimization models based on lean management from the University of Zagreb. Because of his passion for traveling, business and startups he launched a startup up4talk, where among other things he learned about the application of principles of lean management in startups. He has been working with different teams in process of implementing lean startup principles in their projects. Miro has been mentor in different startup programs conducted by Impact HUB Zagreb, Founder Institute, Startup Factory Zagreb and others. From 2015 he has been a Playing Lean facilitator and he has been teaching established companies how to implement lean startup in their product development processes in Europe and Asia.



Playing Lean Workshop

References

Playing Lean Workshop has been organized as a part of the bigger events, such as conferences, summits but as well as a standalone workshop.

Companies whose employees have participated at the Playing Lean workshops



Car rental



Engineering / manufacturing



Healthcare



Printing



GE Infrastructure

Manufacturing / investing



Mechanical engineering /
manufacturing



IT products and services



Electrical engineering /
manufacturing



IT services



Automotive



Consulting



Social entrepreneurship

Photos from the workshops



Playing Lean Workshop

Team behind the Playing Lean Game



**Simen Fure
Jørgensen**

Founder



Tore Rasmussen

Co-founder



Holger Nils Pohl,

Illustrator



Ash Maurya

Special Lean Startup
Advisor

Additional info

Playing Lean - a Learning Tool

In addition to being an educational board game for change makers who need to teach others about the Lean Startup methodology, Playing Lean uses classic game mechanics to ignite the competitive spirit!

The concept has taken inspiration from **Eric Ries'** The Lean Startup, and has been developed in collaboration with **Ash Maurya**, the author of the internationally known and applied [Running Lean book](#).



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