

# LEAN ENTREPRENEUR IN THE ENTERPRISE

@BrantCooper



What Two  
Questions  
Kill  
Disruptive  
Innovation

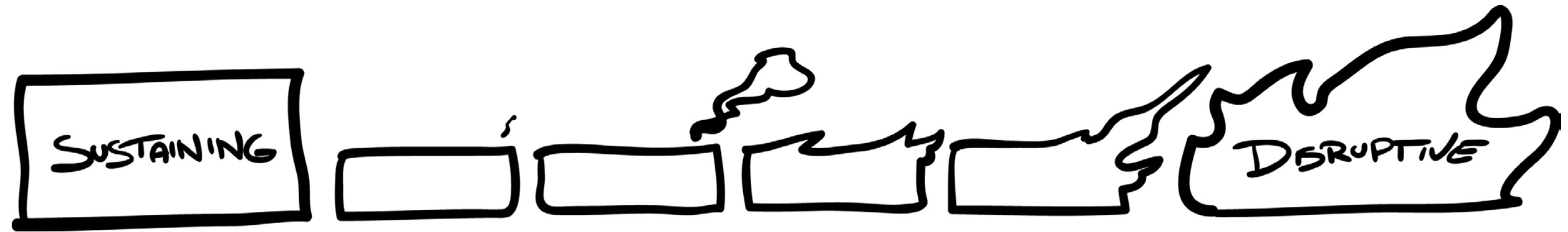


What's  
the ROI



When  
Will We  
See It

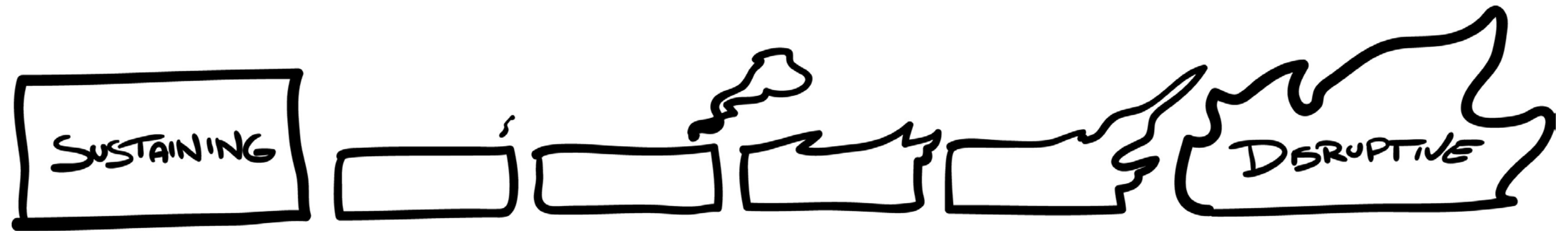




# Innovation Continuum

BRANDING LEADS THE WAY  
EXISTING MARKET  
PROBLEM WELL UNDERSTOOD  
INNOVATION IMPROVES DIFFERENTIATION  
INCREMENTAL CHANGE

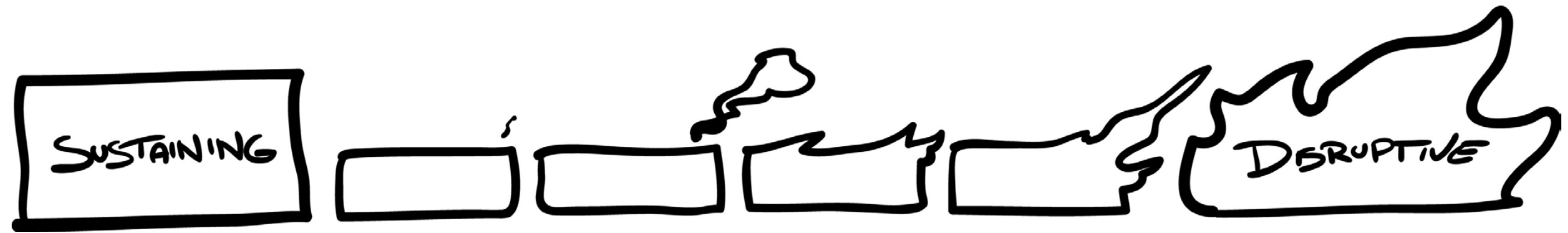
PRODUCT LEADS THE WAY  
UNKNOWN / NEW MARKET  
PROBLEM NOT WELL UNDERSTOOD  
INNOVATION IS DRAMATIC  
RADICAL CHANGE



Enterprises are optimized for  
Execution.

(That's how they got big.)





# New Growth Requires Innovation

(But, you can't *execute* your way to innovation.)



**As if that weren't enough...**



# The World is Kind of a Scary Place



# Competition is Fierce



Gotta Move at the Speed of  
the Twitter

# Enter Lean Startup Principles

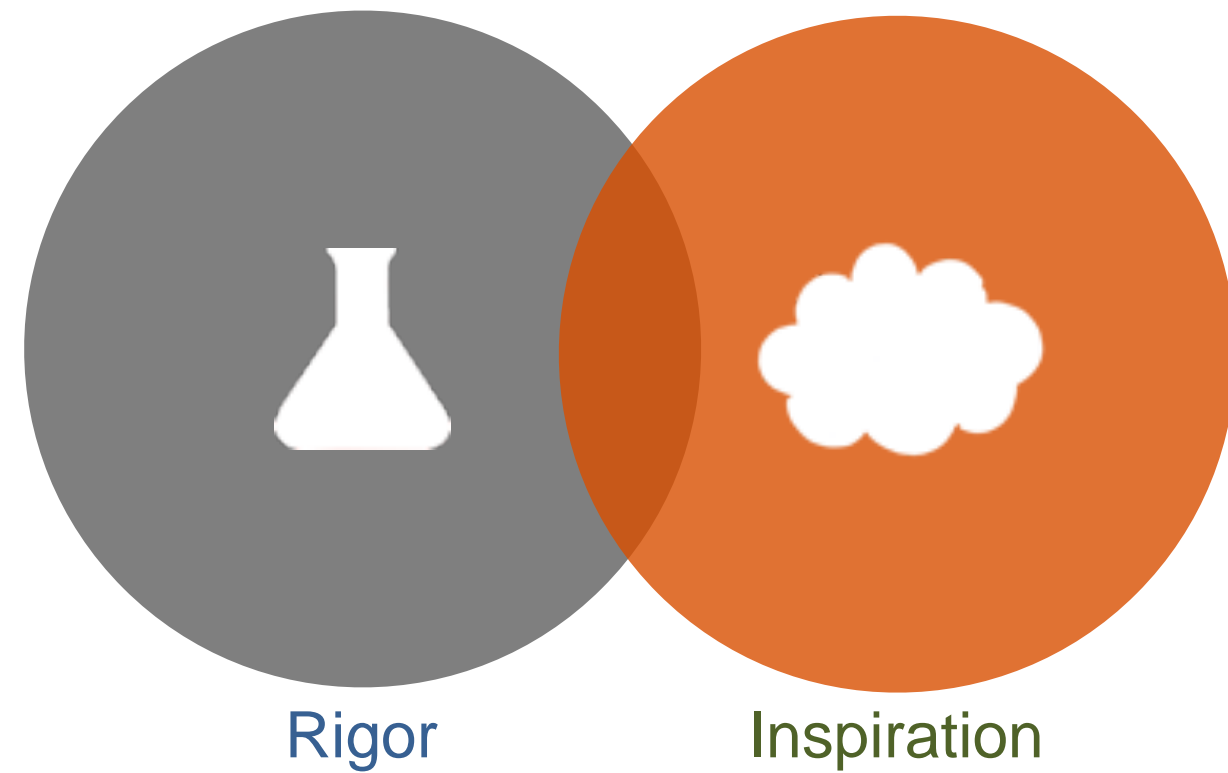


# Execute on Known, Search on Unknown

(This isn't new.)



# Part Art, Part Science



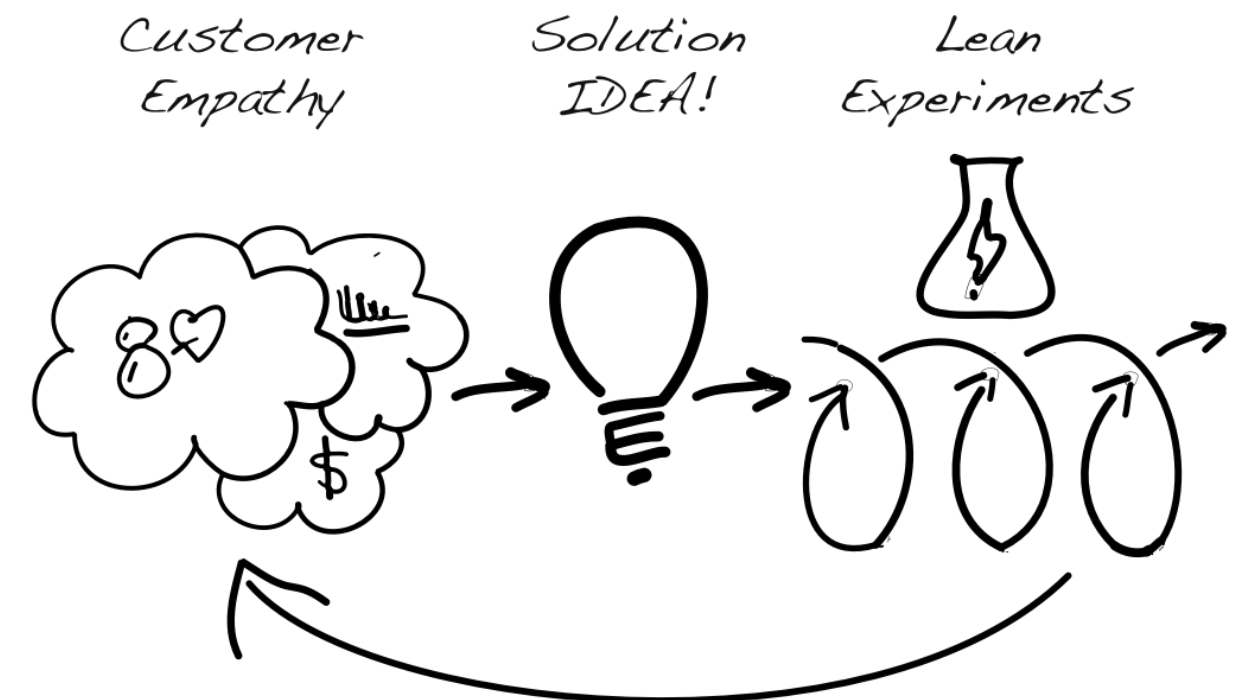
Here's how some startups have done it.



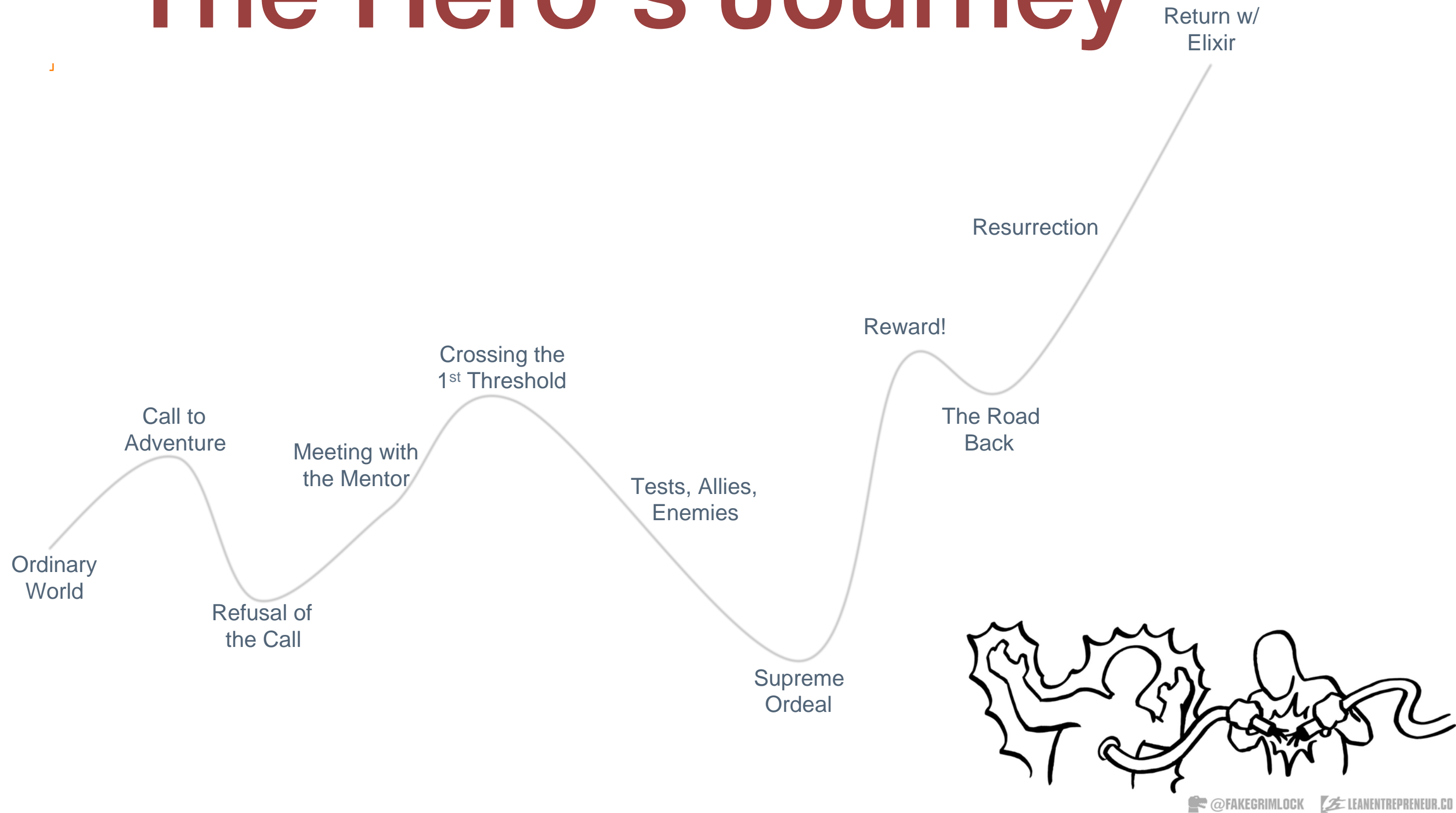
And here's how Billion Dollar Global Enterprises have done it.



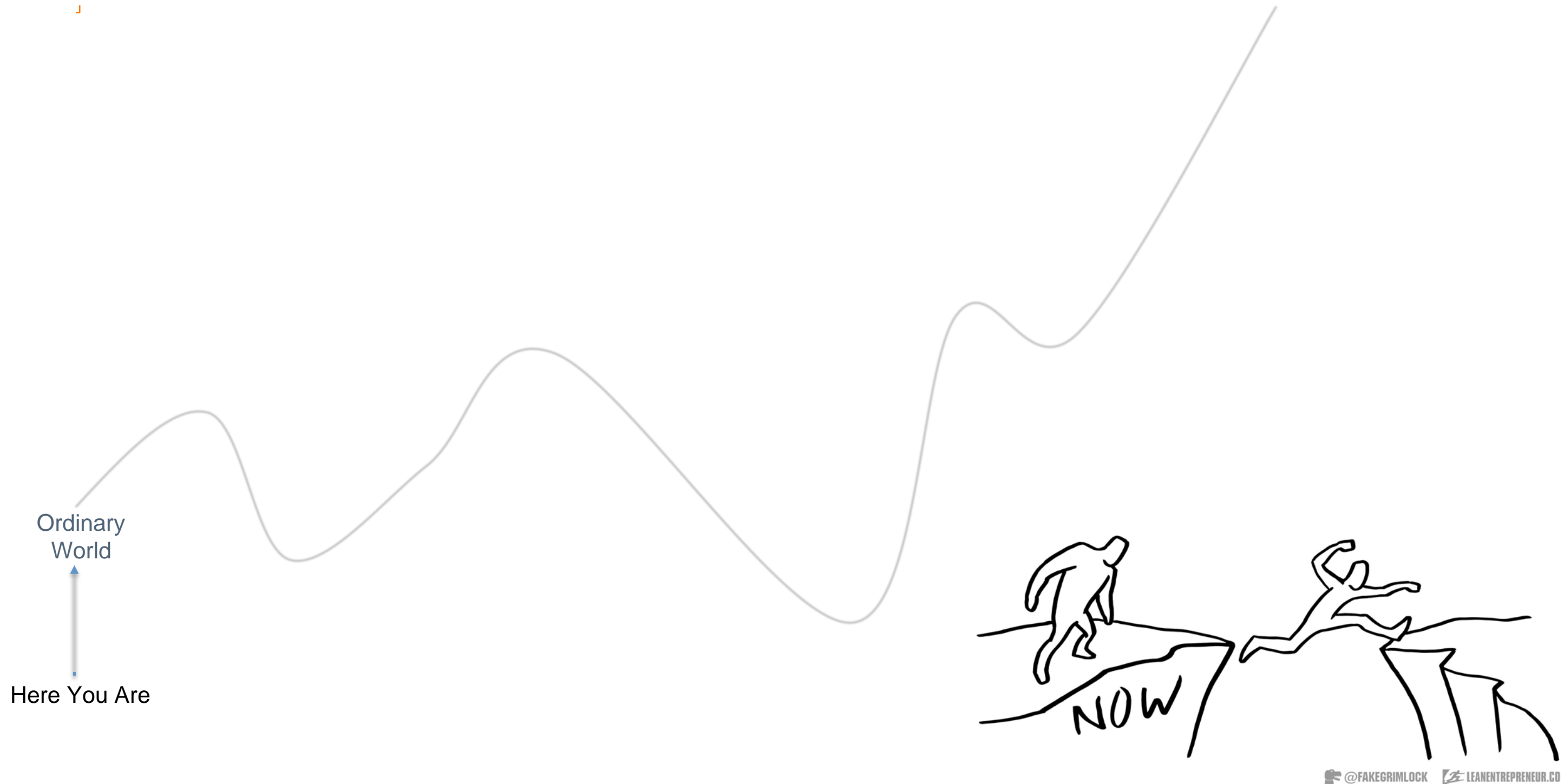
So how do you do it?



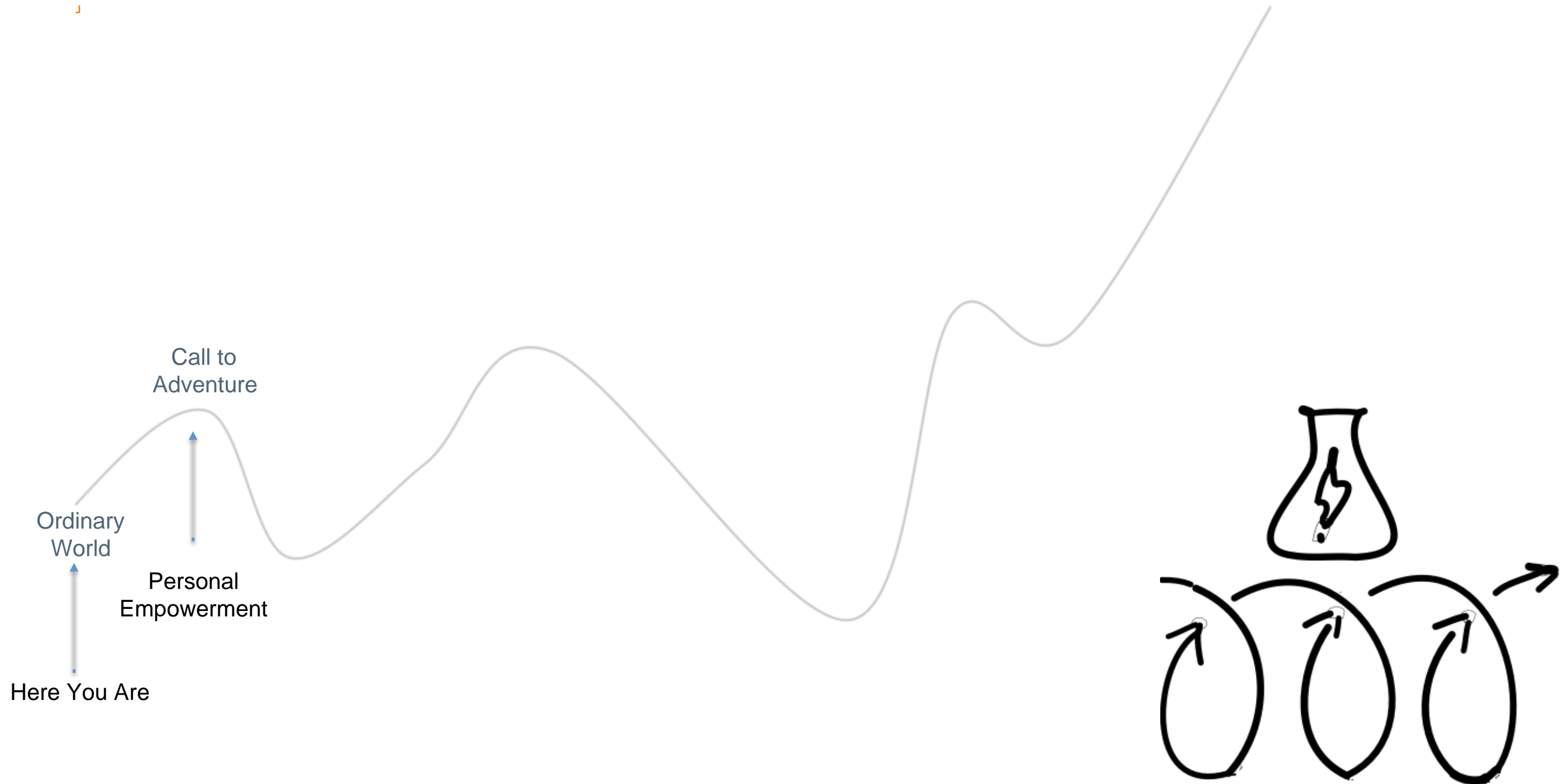
# The Hero's Journey



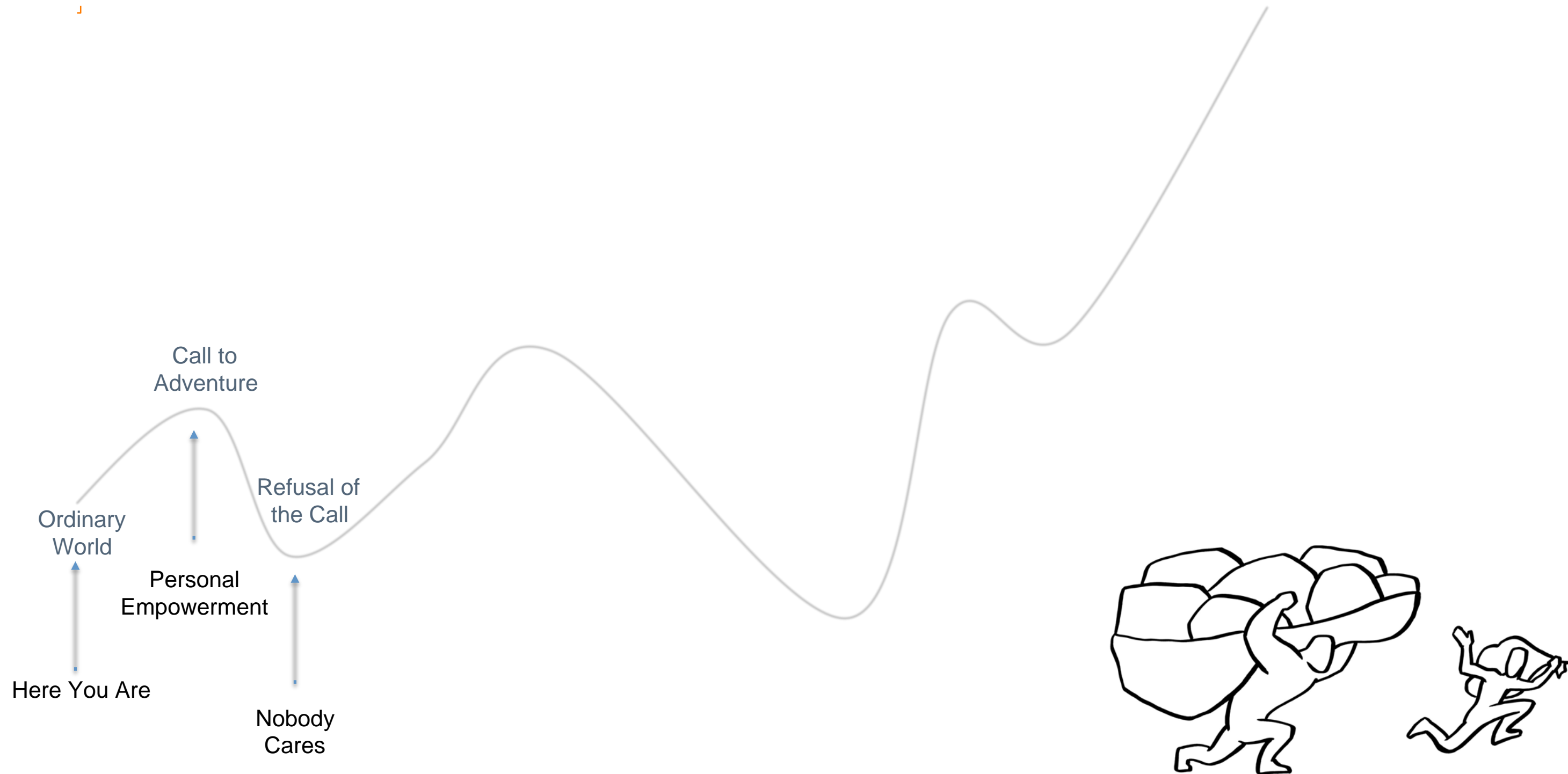
# It's a Long Journey



# Run an Experiment



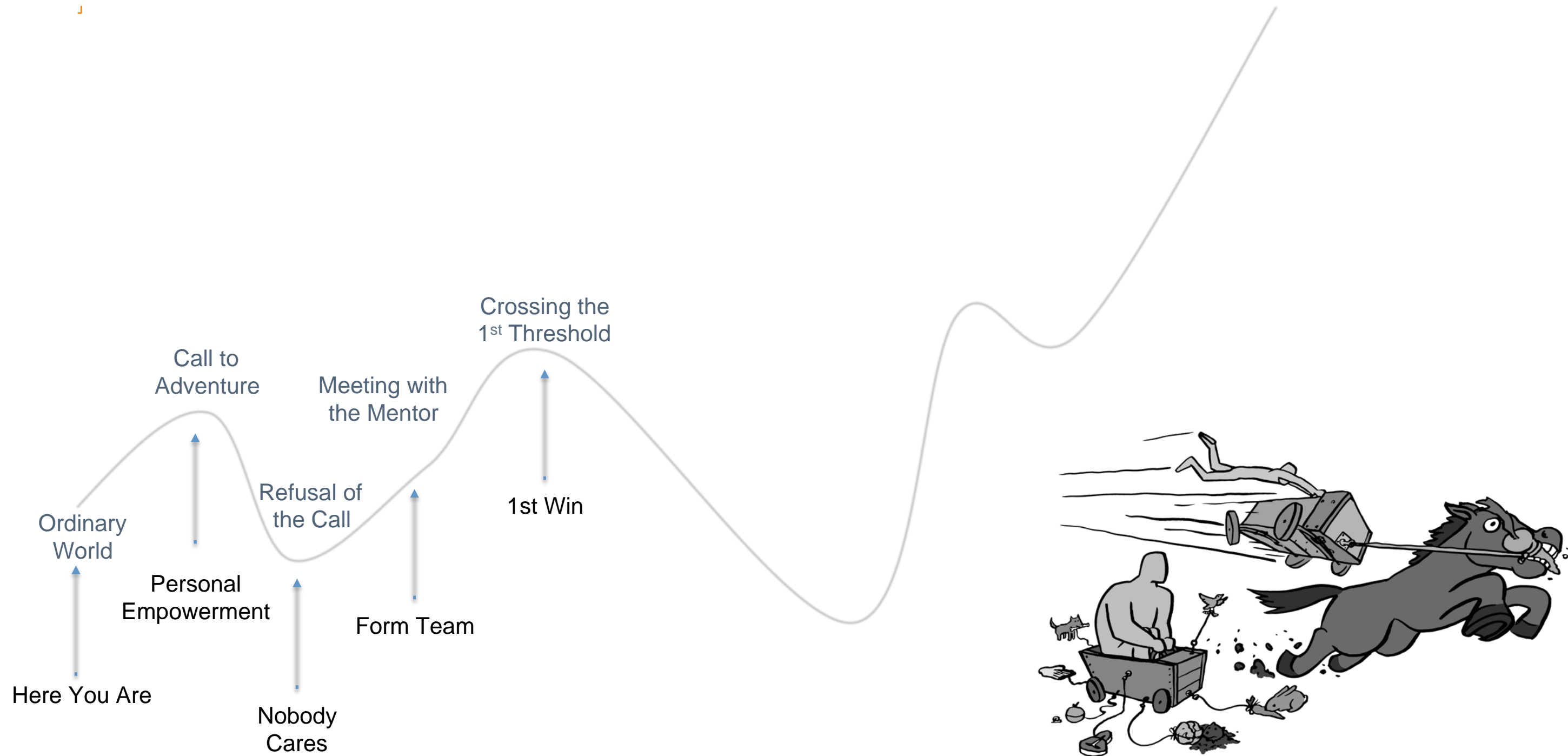
# 1st Experiment Fails



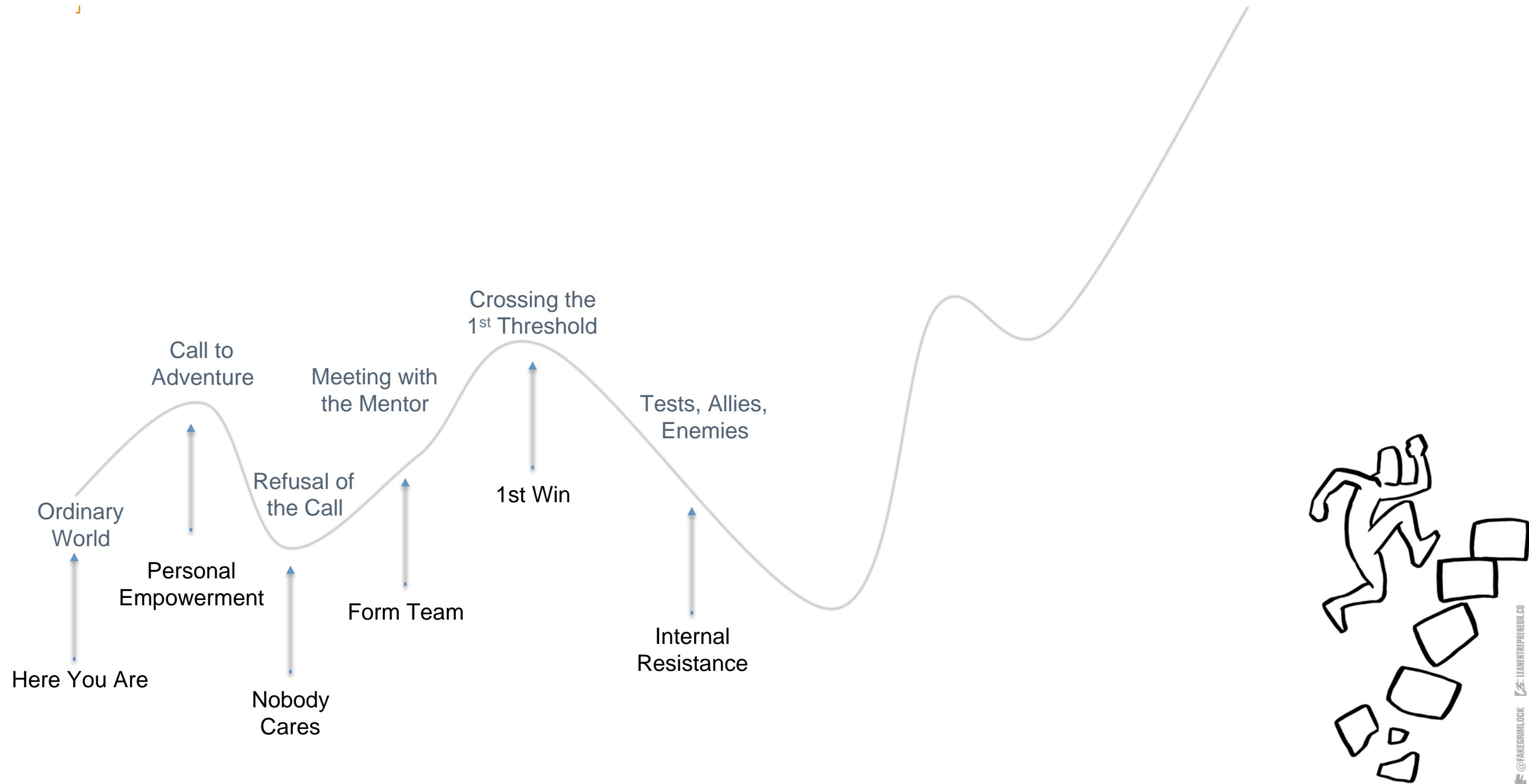
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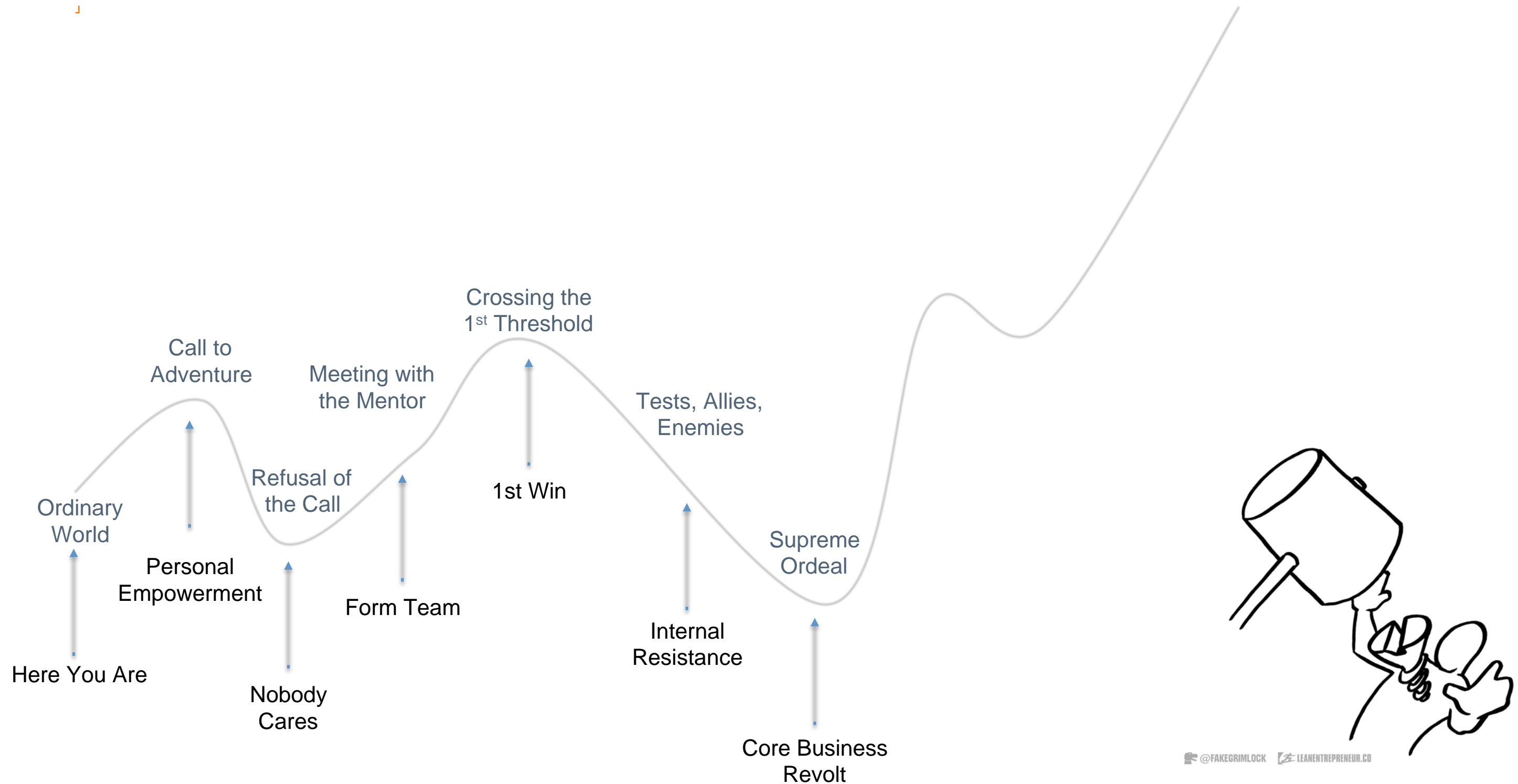
# Success with Evidence



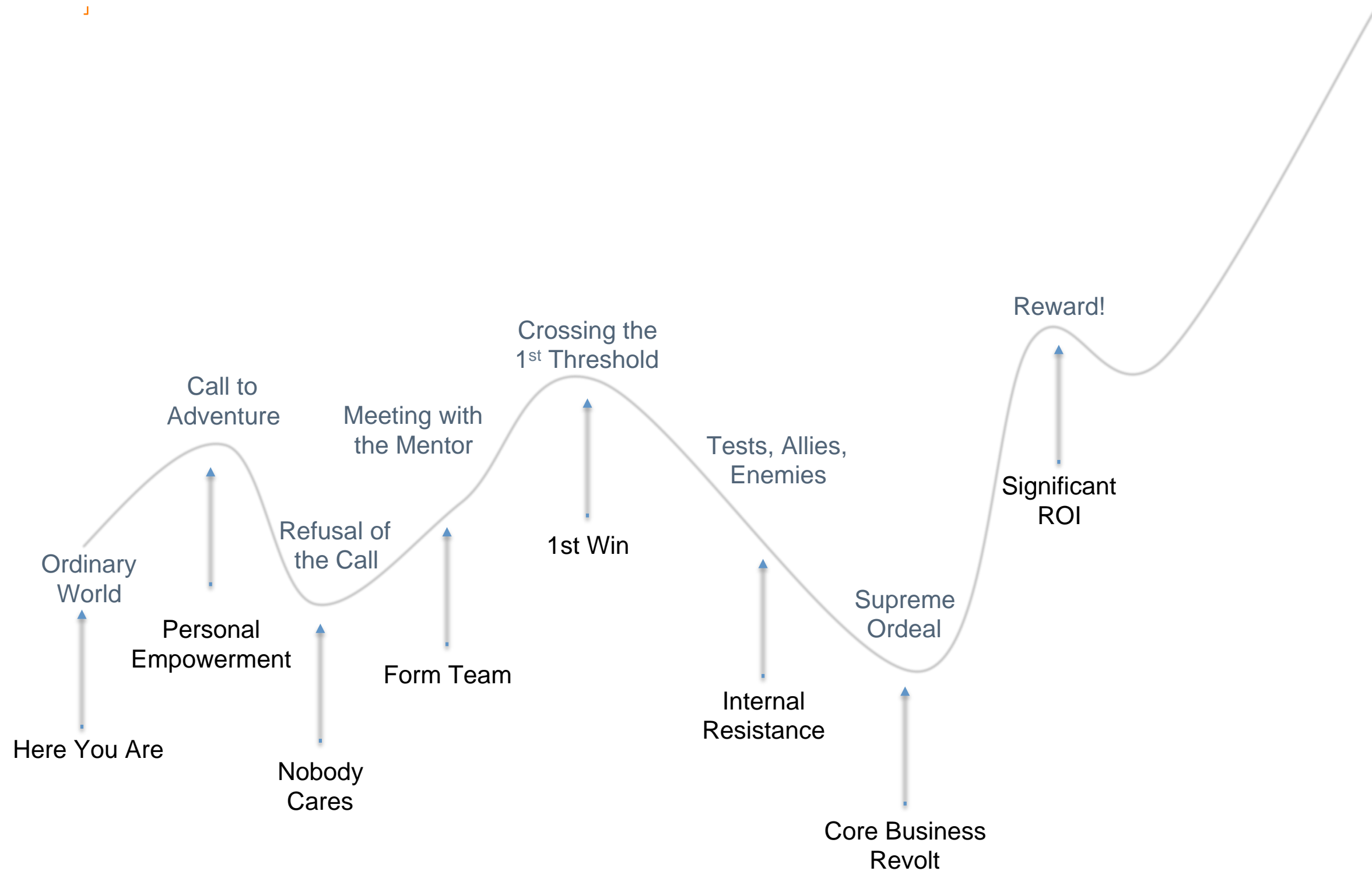
# Innovator's Dilemma



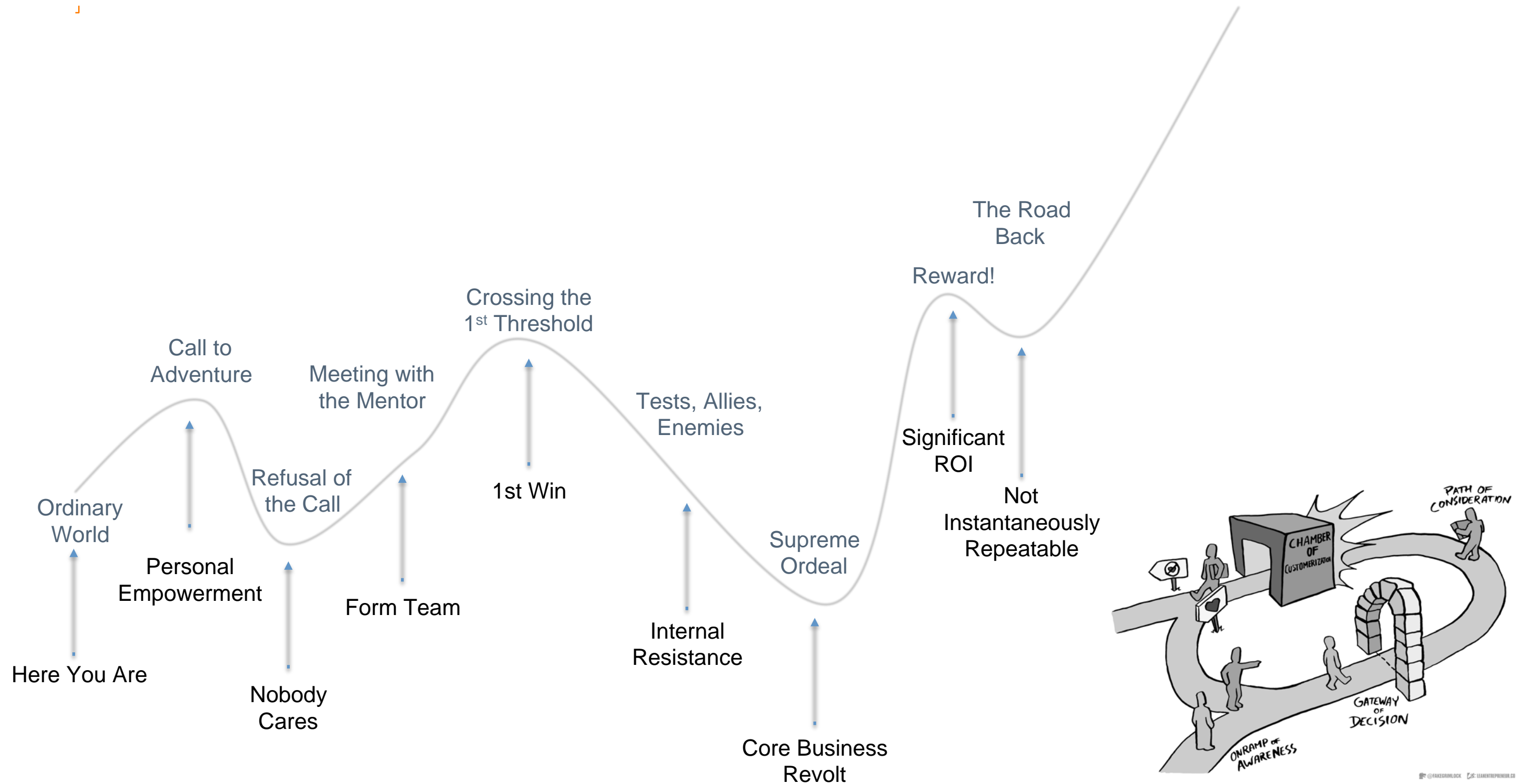
# Protecting the Core



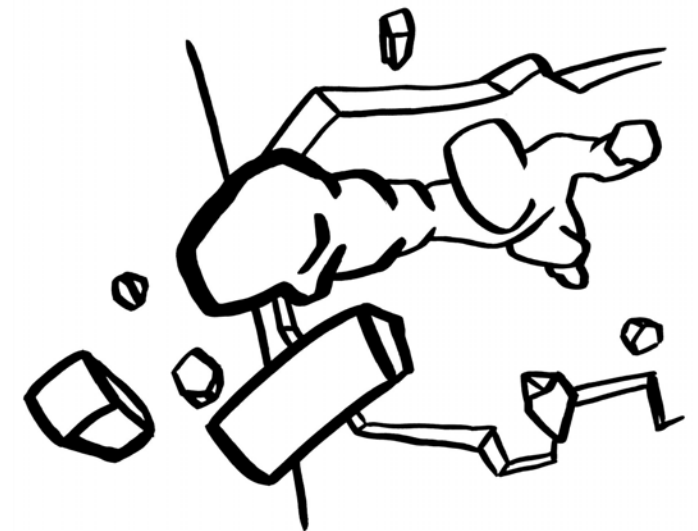
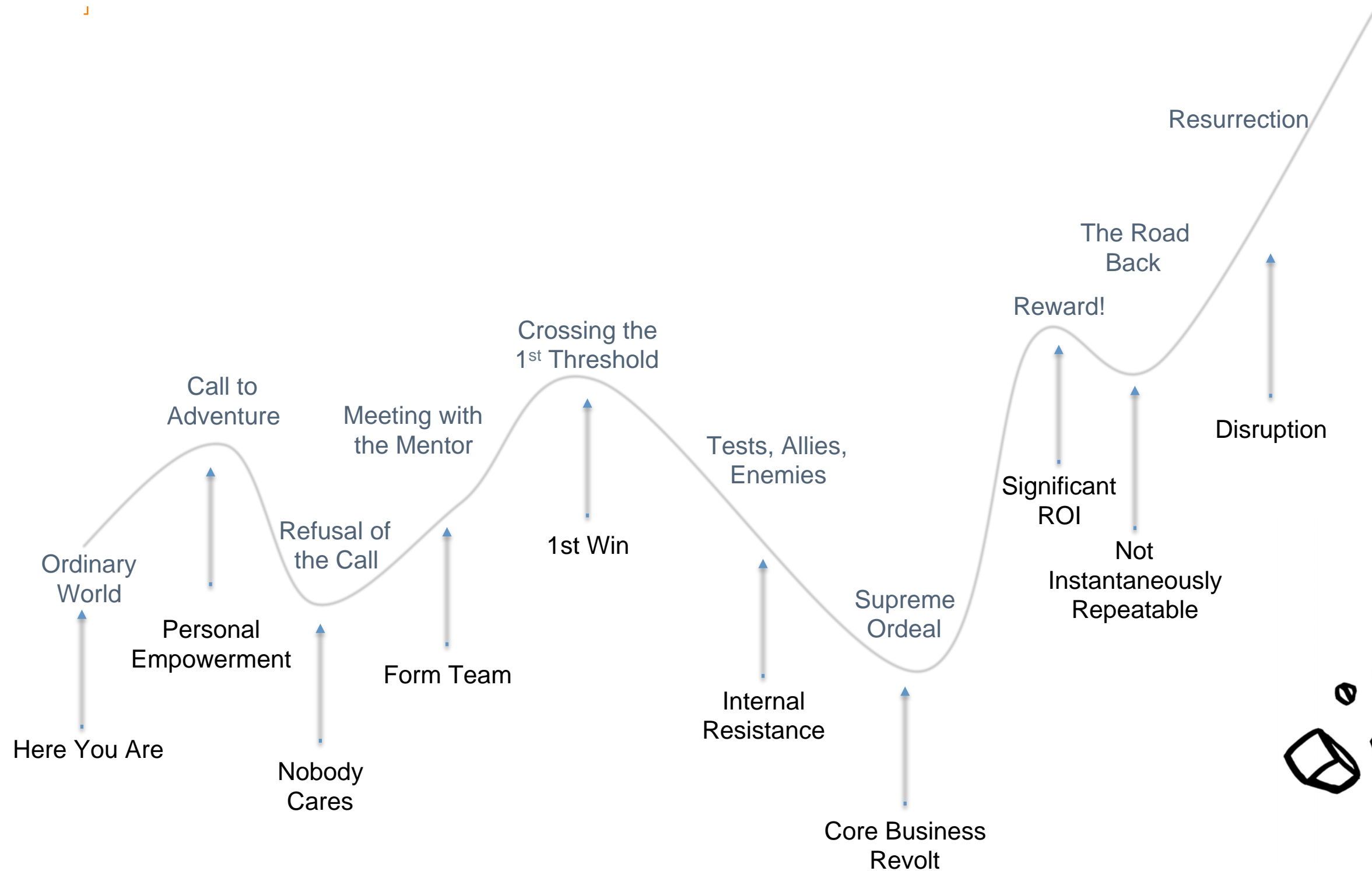
# New Money



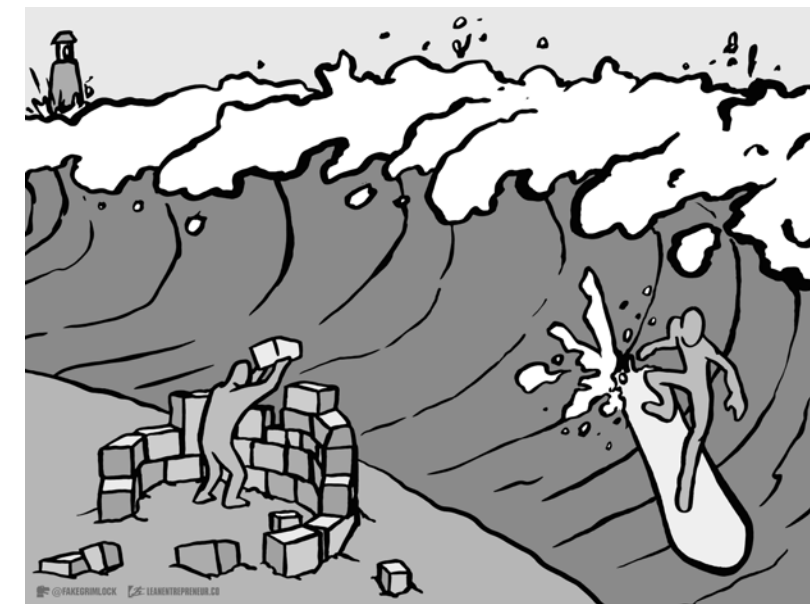
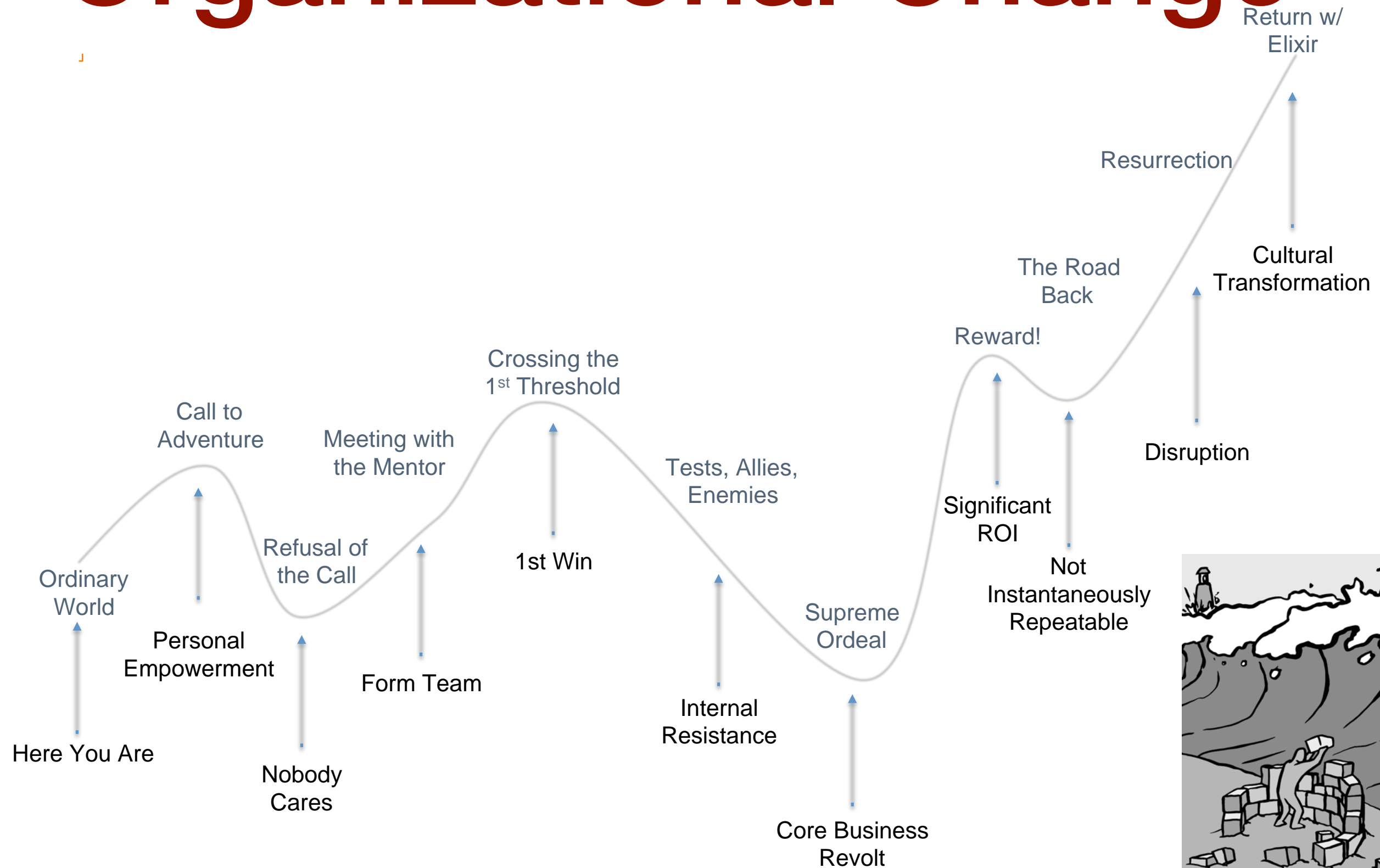
# Training, Trust & Patience



# Big Win



# Organizational Change



# So, Why Take This On?

Your company needs you.

The WORLD needs you!

It's (potentially) HUGEY rewarding.

It's hard, but fun.

EMPOWERING. CREATIVE. INSPIRATIONAL.



# CALL TO ADVENTURE!

<http://bcoop.co/leap-journey>

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Books: [The Lean Entrepreneur](#)

[The Lean Brand](#)

