

PLAYING LEAN



THE WORKSHOP

PLAYING LEAN WORKSHOP

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1 PLAYING LEAN – A LEARNING TOOL



FIGURE 1: PLAYING LEAN BOARD GAME

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.

2 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.



The workshop is normally given by our facilitators. See all our facilitators here: www.playinglean.com/pages/our-facilitators

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

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 is it 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!

The game is designed for 2-12 players. Ideally 1 facilitator guides 1 game.

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?

3 WORKSHOP SCHEDULE

Full Day

Full day 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.

Time	What
08:30 – 09:00	Participants' registration
09:00 – 09:15	Workshop opening
09:15 – 10:00	Part 1: Executive Summary
10:00 – 10:30	Part 2: Playing Lean
10:30 – 10:45	Coffee Break
10:45 – 13:00	Part 2: Playing Lean
13:00 – 14:00	Lunch Break
14:00 – 14:45	Part 3: Retrospective
14:45 – 15:00	Coffee Break
15:00 – 16:45	Part 4: Experiment Design
16:45 – 17:00	Workshop closing remarks

Half Day

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.

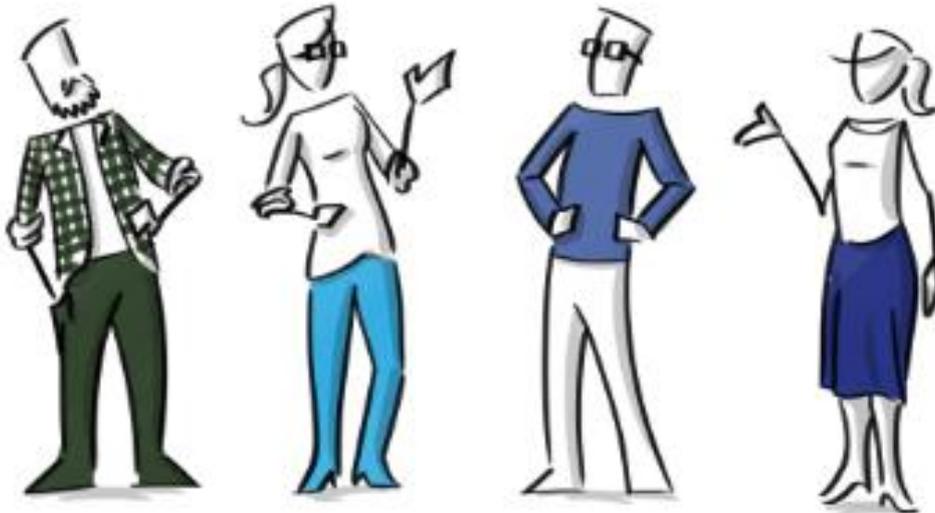
Time	What
09:00 – 09:30	Part 1: Executive Summary
09:30 – 12:00	Part 2: Playing Lean
12:00 – 12:30	Coffee Break
12:30 – 13:00	Retrospective

4 WHO IS THIS WORKSHOP FOR?

For *Startup founders* who would like to learn from experienced trainers about Lean Startup methodology and how to apply it to mitigate the risk of failure and build products people want.

For *Intrapreneurs*, individuals who work independently within a company in order to introduce innovation and to revitalize and diversify its business.

For *Professionals* working on innovative ideas or developing their projects, who want to learn about Lean Startup methodology, and how to use it to boost their odds of success.



5 WHAT ARE OTHERS SAYING ABOUT 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 in Zagreb was a great experience for the participants. Playing Lean game helps participants understand dynamics of the startup journey, emphasizing the importance of a customer discovery, a good team development, and time orientation. One liner which would describe the event would be: "Fastest learner wins."

– Miro Hegedić, Founder, Lean Startup Croatia

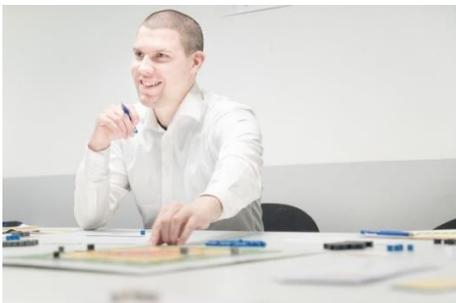
6 TEAM BEHIND THE PLAYING LEAN GAME



Simen Fure Jørgensen
Game Creator



Holger Nils Pohl
Game Co-creator



Bruno Pešec
Game Co-creator



Dora Jelčić
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