



**GRIESBACH  
CONSULTING**  
STRATEGIE+INNOVATION

# **Lean Innovation Training**

## **Taster Brown Bag Lunch, 1-Day or 2-Day Training**

# Training Benefits

## Main benefits for your company

1

Adopt the **cutting-edge** method that will set the **future standard** for innovation management

2

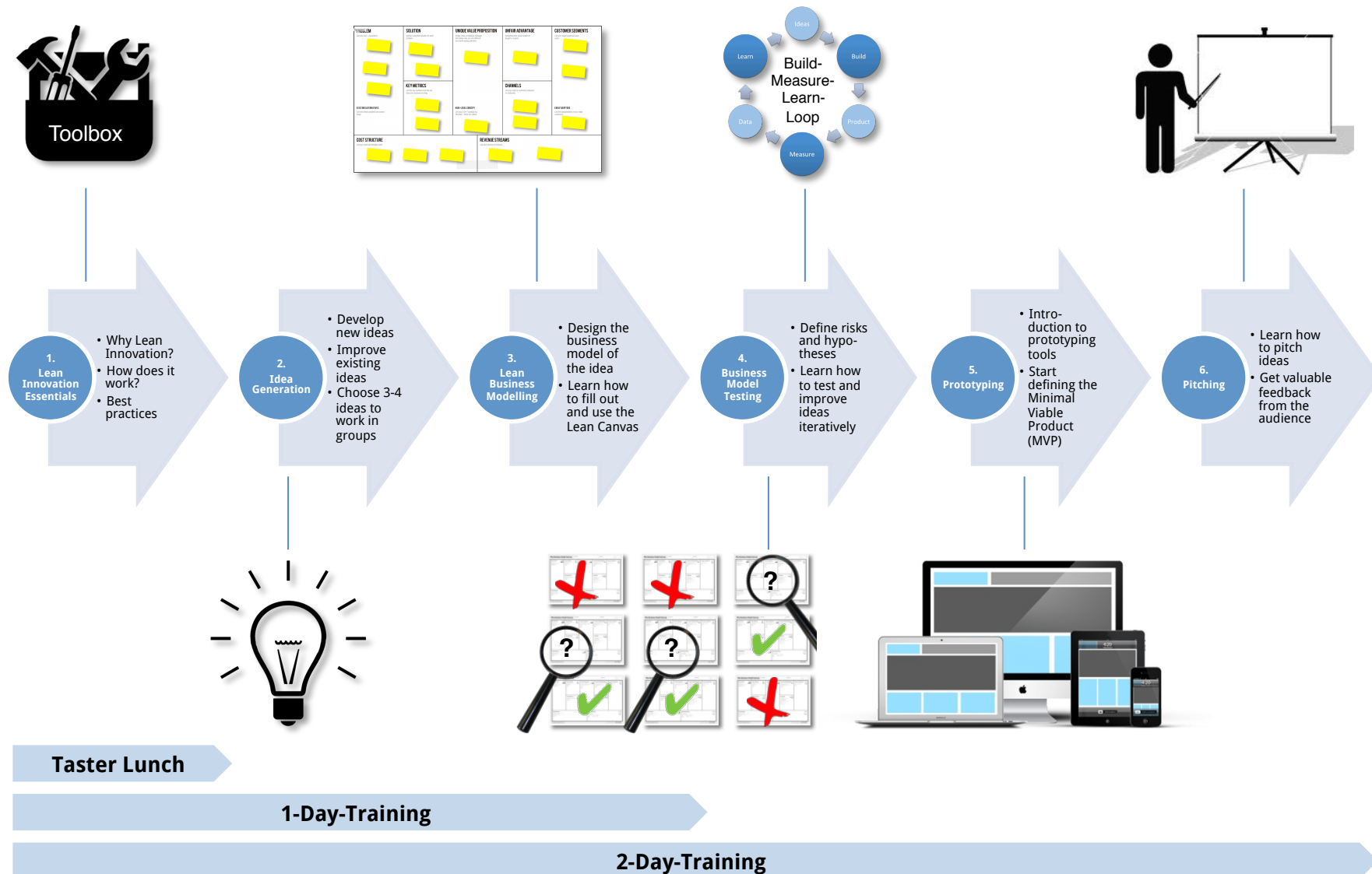
Hands-on learning while **already working on specific innovation projects** of your company

3

Becoming **more innovative, innovate faster** and stay **ahead of competition**

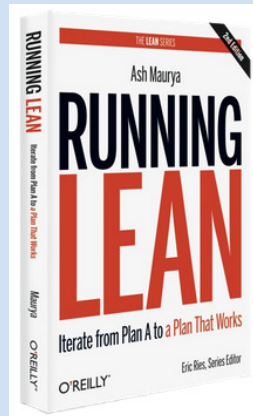
# Training Design

## Content and sequence of the training



# Training Material

**Each participant will get\***



## The Running Lean Book by Ash Maurya

Current standard for  
Lean Startup™



## The Lean Innovation Book by David Griesbach

To be released in 2016,  
early previews will be available

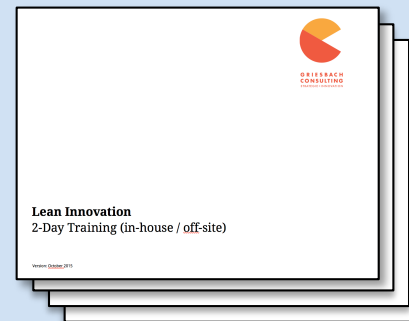
Goal: to become the future  
standard for Lean Innovation

[www.theleaninnovationbook.com](http://www.theleaninnovationbook.com)

## Lean Canvas Poster

<b>PROBLEM</b> <small>List your top 3-2 problems</small>	<b>SOLUTION</b> <small>Describe a possible solution for each problem</small>	<b>UNIQUE VALUE PROPOSITION</b> <small>Design value compelling message that states what you are offering and why you're unique</small>	<b>UNFAIR ADVANTAGE</b> <small>Something that competitors really find difficult or costly</small>	<b>CUSTOMER SEGMENTS</b> <small>List your target customers and users</small>
<b>EXISTING ALTERNATIVES</b> <small>List other known problems and current today</small>	<b>KEY METRICS</b> <small>List the key numbers that tell you how your business is doing</small>	<b>HIGH-LEVEL CONCEPT</b> <small>List your top 3-2 features or the idea - Pitch for videos</small>	<b>CHANNELS</b> <small>List your path to customers (direct or indirectly)</small>	<b>EARLY ADOPTERS</b> <small>List the characteristics of your ideal customers</small>
<b>COST STRUCTURE</b> <small>List your fixed and variable costs</small>		<b>REVENUE STREAMS</b> <small>List your sources of revenue</small>		

## Presentation of the Training



**Format:**  
PDF

**Language:**  
English (Training in  
English or German)

\*only for 1-Day or 2-Day-Trainings

# Target Groups, Goals & Benefits

## Further details, goals and benefits

Ideal for	After the training, participants will	Benefits for the company
<ul style="list-style-type: none"><li>• <b>Innovation Management</b></li><li>• <b>Product Management</b></li><li>• <b>Business Development</b></li><li>• <b>R&amp;D and Engineering</b> (new products and services)</li><li>• <b>Marketing</b> (new products and services)</li><li>• <b>Intrapreneurs</b></li><li>• Internal <b>consultants and coaches</b></li><li>• Everybody else who should be <b>more innovative</b> or who is <b>directly or indirectly involved with innovation</b></li></ul>	<ul style="list-style-type: none"><li>• be able to identify, design and market more and better innovation <b>opportunities</b></li><li>• know how to <b>lead</b> innovation projects in the most efficient way</li><li>• <b>save</b> time, money and other waste when innovating</li><li>• think and act truly <b>customer-focused</b></li><li>• <b>keep focus</b> during the innovation process</li><li>• be able to <b>communicate</b> and <b>collaborate</b> more effectively</li></ul>	<ul style="list-style-type: none"><li>• learn a <b>cutting-edge</b> approach that will set the future standard for the management of innovation</li><li>• get and <b>stay ahead</b> of your competition</li><li>• <b>be faster</b> when innovating</li><li>• <b>don't waste time</b> on products and services nobody wants</li><li>• have a <b>much higher success rate</b> with your innovation projects and initiatives</li><li>• be able to <b>show results</b> from the very first day when innovating</li></ul>

# Training Packages

**There are three standard packages available**

<b>Packages</b>	<b>6 – 8 participants</b>	<b>9 – 12 participants</b>
<b>Taster Brown Bag Lunch</b>	CHF 1000.-	
<b>1-Day-Training</b>	Ask for a quote.	Ask for a quote.
<b>2-Day-Training</b>	Ask for a quote.	Ask for a quote.
<b>Customized Trainings or Larger Groups</b>	Depending on the requirements. Ask for a quote.	

Notes: Prices are exclusive of VAT. The trainings are expected to be held at the training facilities of your organization. Alternatively we can offer the facilities of Impact Hub Zurich at a very attractive rate (-67%) or you can book your preferred off-site facility.

# Company Profile



## Lead trainer

David Griesbach  
Dr. rer. soc. HSG

David Griesbach works at the intersection of strategy, innovation and organizational transformation. With his consulting firm Griesbach Consulting he advises middle- and large-sized companies in these topics.

He is one of Europe's pioneers in Lean Innovation methodologies and also lectures at the Hochschule Luzern where he started Switzerland's first comprehensive 12-week course on Lean Innovation and Lean Startup™ back in 2012.

Selected references for Lean Innovation trainings:



Lucerne University of  
Applied Sciences and Arts



## Why with us?

1

**Pioneering the future of  
innovation management**

2

**Indepth Lean Innovation  
training experience**

3

**Indepth Lean Innovation consulting  
and coaching experience**

4

**Further 5 senior level trainers  
are available if required**

5

**C-level- / EMBA-quality of trainings**



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