

Action Guide

373: Using Lean Startup in large organizations

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Application Questions

1. What Lean Startup principles, if any, do you use in your organization? How do you apply them to your situation—whether a startup or large organization?
2. What negative reactions or antibodies to using Lean Startup or Agile principles have you seen in your organization?
3. What are some challenges you would have to overcome to implement more Lean Startup practices? What are some benefits this would provide?



Actions to Take

What to Do Now

- Learn more about the seven principles of Lean Startup and consider how you could apply them to your product management practices.
- Identify possible negative reactions to Lean Startup that could come from others in your organization.

What to Do Soon

- Apply the entire system of Lean Startup, focusing on learning from customers. For large organizations, use an innovation stage-gate to combine Lean Startup practices with reviewable deliverables.
- Be open, flexible, and empathetic. Work to understand people's opinions and opposition to Lean Startup and build relationships that allow you to move forward together.