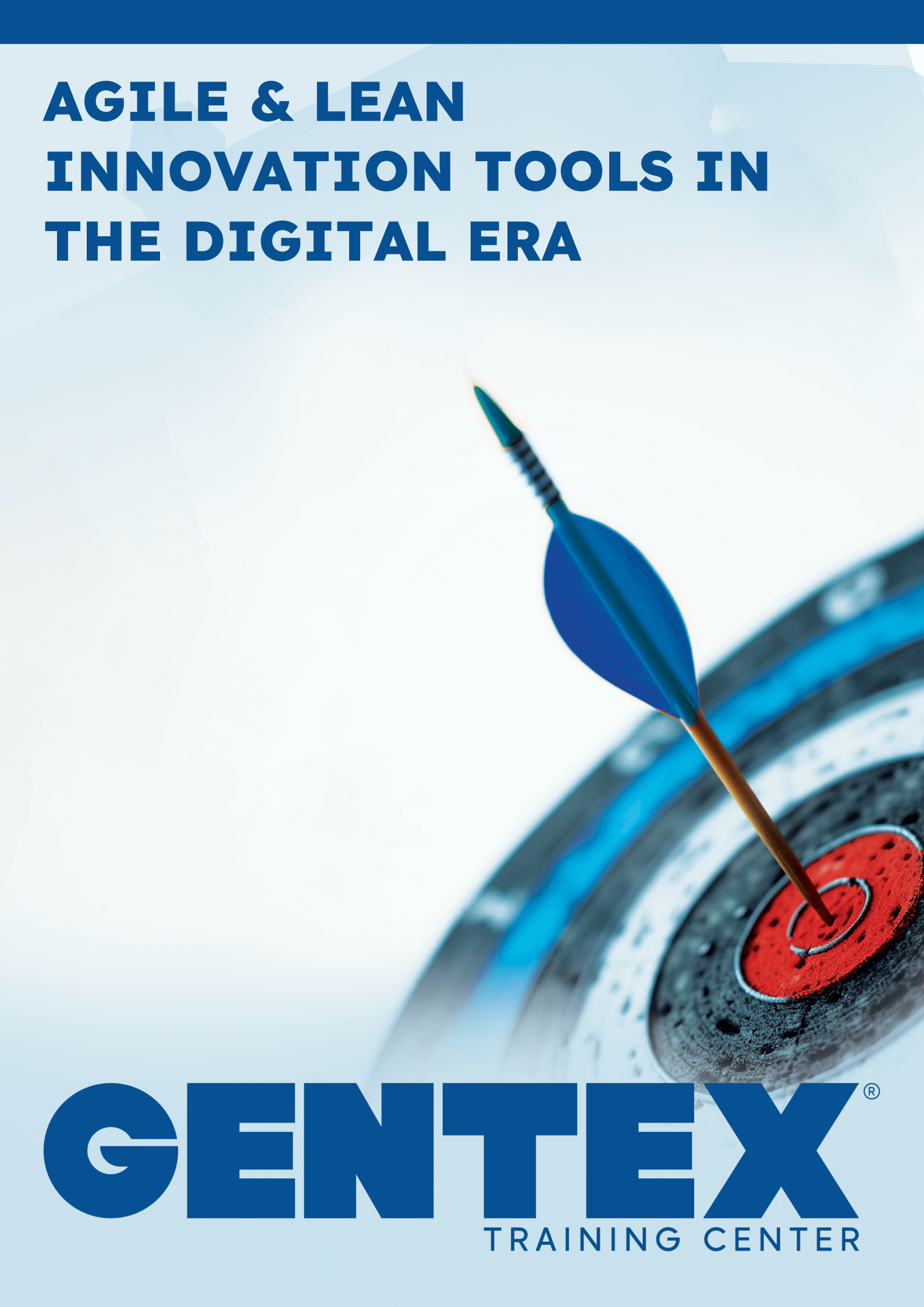
AGILE & LEAN INNOVATION TOOLS IN THE DIGITAL ERA



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TRAINING CENTER

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Introduction

Agile & Lean Innovation Tools in the Digital Era examines how teams test ideas quickly and build only what customers actually want. This Training Course covers lean experimentation, design thinking, and digital product discovery. Participants study the Lean Startup build-measure-learn loop, the Business Model Canvas, Value Proposition Canvas, design sprints, the Kano model, the Minimum Viable Product, and Google Design Sprint methods. Furthermore, the programme connects experimentation to scaling through design sprint labs, prototype testing, and innovation portfolio simulations. As a result, delegates leave able to run structured experimentation and move proven ideas into delivery.

Agile & Lean Innovation Tools in the Digital Era Course Objectives

- Define agile and lean innovation and how they differ.
- Apply the build-measure-learn loop to new ideas.
- Design experiments and formulate falsifiable hypotheses.
- Build Business Model and Value Proposition Canvases.
- Define Minimum Viable Products and testable prototypes.
- Run design sprints from problem to tested prototype.
- Apply the Kano model and Jobs-to-be-Done analysis.
- Measure innovation with actionable metrics and cohorts.
- Manage innovation portfolios and stage gates.
- Scale validated ideas into agile delivery teams.

Course Methodology

- Interactive workshops using real innovation and product cases.

- Design sprint labs run across structured days.
- Hypothesis, experiment, and metric design exercises.
- Prototype building and user testing simulations.
- Innovation portfolio and stage gate workshops.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Product managers and product owners.
- Innovation and R&D managers.
- Designers and UX practitioners.
- Digital transformation leads.
- Business analysts and researchers.
- Start-up founders and entrepreneurs.
- Consultants supporting innovation programmes.

Agile & Lean Innovation Tools in the Digital Era Course Outlines

Day 1: Foundations of Agile and Lean Innovation

- Defining innovation, agile, and lean approaches.
- Incremental, adjacent, and disruptive innovation types.
- The Lean Startup build-measure-learn loop.
- Design thinking: empathise, define, ideate, prototype, test.
- Innovation culture, psychological safety, and risk tolerance.
- Governance for innovation portfolios.

- Building the innovation framework and toolset.

Day 2: Framing Problems and Understanding Users

- Jobs-to-be-Done analysis and outcome statements.
- Empathy interviews and observation techniques.
- Customer journey mapping and pain point analysis.
- Problem framing with "How Might We" statements.
- Persona development and segment selection.
- Assumption mapping and risk ranking.
- Documenting problem statements and evidence.

Day 3: Ideation, Prototyping, and Design Sprints

- Divergent and convergent thinking tools.
- Brainstorming, brainwriting, and SCAMPER techniques.
- The Google Design Sprint five-day structure.
- Low-fidelity and high-fidelity prototyping.
- Storyboarding and service blueprinting.
- Usability testing scripts and facilitation.
- Documenting sprint outputs and decisions.

Day 4: Experimentation and Validation

- Hypothesis formulation and falsifiability.
- Minimum Viable Product design options.
- A/B testing, smoke tests, and landing page tests.
- Concierge, wizard-of-oz, and pre-order experiments.

- Actionable metrics: cohort analysis and retention curves.
- The Kano model and feature prioritisation.
- Pivot or persevere decision rules.

Day 5: Scaling, Portfolio, and Digital Integration

- Business Model Canvas and business model innovation.
- Stage gates and innovation portfolio balancing.
- From validated concept to agile delivery backlog.
- Digital platforms, APIs, and data feedback loops.
- Intellectual property and compliance basics.
- Measuring innovation return and organisational learning.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Agile & Lean Innovation Tools in the Digital Era, participants will have acquired a practical command of lean experimentation, design sprint facilitation, prototyping, validation metrics, and innovation portfolio management. They will know how to frame a real problem, test assumptions cheaply, and decide with evidence whether to pivot or persevere. In addition, the course prepares delegates to move validated ideas into agile delivery and to measure innovation honestly. As a result, they return to work ready to run innovation that produces results, not just workshops. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Agile & Lean Innovation Tools in the Digital Era course

Q1 What is the "Agile & Lean Innovation Tools in the Digital Era" course about?

It is a five-day programme on testing and building new ideas efficiently. It covers the build-measure-learn loop, Jobs-to-be-Done analysis, design sprints, prototyping, Minimum Viable Products, A/B and smoke testing, actionable metrics, the Kano model, Business Model Canvas, and innovation portfolio stage gates.

Q2 What are the key benefits of the "Agile & Lean Innovation Tools in the Digital Era" course?

Participants gain the ability to test ideas cheaply before committing budget, frame problems on real customer evidence, and decide with metrics whether to pivot or persevere. They also learn to run design sprints that produce tested prototypes and to move validated concepts into agile delivery without losing momentum.

Q3 What skills will I gain from the "Agile & Lean Innovation Tools in the Digital Era" course?

Lean experimentation with hypothesis design, MVP options, A/B and smoke testing, and pivot-or-persevere rules, customer discovery with Jobs-to-be-Done analysis, empathy interviews, journey mapping, and assumption mapping, design sprint facilitation with ideation techniques, prototyping, and usability testing, and innovation portfolio management with Business Model Canvas, stage gates, actionable metrics, and scaling into agile delivery.

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Q4 What tools, methods, or standards are covered in the "Agile & Lean Innovation Tools in the Digital Era" course?

The course covers innovation, agile and lean approach definitions, incremental, adjacent and disruptive innovation types, the Lean Startup build-measure-learn loop, design thinking across empathise, define, ideate, prototype and test, innovation culture, psychological safety and risk tolerance, innovation portfolio governance, Jobs-to-be-Done analysis and outcome statement writing, empathy interviewing and observation techniques, customer journey mapping and pain point analysis, "How Might We" problem framing, persona development and segment selection, assumption mapping and risk ranking, divergent and convergent thinking tools, brainstorming, brainwriting and SCAMPER techniques, the Google Design Sprint five-day structure, low-fidelity and high-fidelity prototyping, storyboarding and service blueprinting, usability testing scripts and facilitation, hypothesis formulation and falsifiability testing, Minimum Viable Product design options, A/B testing, smoke tests and landing page tests, concierge, wizard-of-oz and pre-order experiments, cohort analysis and retention curve metrics, the Kano model and feature prioritisation, pivot or persevere decision rules, the Business Model Canvas and business model innovation, stage gates and innovation portfolio balancing, translation of validated concepts into agile delivery backlogs, digital platforms, APIs and data feedback loops, intellectual property and compliance basics, innovation return measurement, and organisational learning practice.

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Q5 How is the "Agile & Lean Innovation Tools in the Digital Era" course applied in real-world practice?

Delegates apply it through opportunity briefs, Jobs-to-be-Done statements, empathy interview scripts, journey maps, persona sets, assumption maps, "How Might We" questions, ideation boards, sprint schedules, storyboards, prototypes, usability test scripts, hypothesis cards, MVP definitions, experiment plans, A/B test designs, metric dashboards, cohort reports, Kano surveys, pivot decisions, Business Model Canvases, stage gate reviews, portfolio maps, and scaling briefs. They also use it to facilitate design sprints and to brief sponsors on innovation progress.