Lean Startup Methodologies for Enterprise Growth Training Course



20 - 24 Dec 2026

Istanbul

4900 € (Per Person)

Ref: #INN7241_229650

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for applying Lean Startup principles within established enterprises to drive innovation and sustainable growth. Moving beyond traditional business models, the course delves into the core methodologies that enable large organizations to operate with the agility and customer-centricity of a startup. Participants will explore the foundational concepts articulated by academic author Eric Ries in his seminal book, "The Lean Startup". The curriculum is designed to transform theoretical knowledge into practical skills, focusing on the build-measure-learn feedback loop, the development of Minimum Viable Products (MVPs), and the art of the pivot. At BIG BEN Training Center, we have crafted this program to address the unique challenges corporations face, such as overcoming internal resistance, managing innovation accounting, and fostering a culture of continuous experimentation. This course is not just about learning a new process; it is about cultivating an intrapreneurial mindset that can identify and act on new growth opportunities, reduce waste in product development, and ultimately deliver products that customers truly desire.

Target Audience / This training course is suitable for:

- Product Managers and Product Owners.
- Innovation Leaders and Chief Innovation Officers.
- Corporate Strategists and Business Development Managers.
- Research and Development (R&D) Professionals.
- Marketing and Sales Executives.
- Project and Program Managers.
- Entrepreneurs and Intrapreneurs within large organizations.
- Team Leaders and Department Heads.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Telecommunications.
- Retail and E-commerce.
- Consulting Services.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Product Development and Management.
- Research and Development (R&D).
- Innovation and Strategy.
- Marketing and Sales.
- Corporate Venture and Business Development.
- Information Technology (IT).
- Operations and Project Management.
- Finance and Strategic Planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the core principles of the Lean Startup methodology.
- Develop and test a Minimum Viable Product (MVP) to gather validated learning.
- Implement the Build-Measure-Learn feedback loop effectively within projects.
- Apply customer development techniques to achieve product-market fit.
- Utilize innovation accounting metrics to track progress and make data-driven decisions.
- Identify when to pivot or persevere with a business strategy.
- Foster a culture of continuous innovation and experimentation within their teams.
- Navigate the challenges of implementing lean principles in a corporate environment.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and practical, ensuring that participants can immediately apply the concepts learned. This course moves beyond traditional lectures by incorporating a blend of dynamic learning techniques. A significant portion of the training is dedicated to hands-on workshops where participants work in teams on real-world or simulated business challenges, applying tools like the Business Model Canvas and Value Proposition Design. We utilize in-depth case studies of large enterprises that have successfully integrated Lean Startup principles, analyzing their successes and failures to draw actionable insights. Facilitated group discussions, brainstorming sessions, and peer-to-peer feedback are central to the learning process, encouraging collaborative problem-solving. Each module concludes with practical exercises and action planning sessions, enabling participants to develop a clear roadmap for implementing lean strategies within their own organizational context. Our expert instructors act as facilitators, guiding participants through the learning journey and providing personalized feedback to maximize skill development and retention.

Course Agenda (Course Units):

Unit One: Foundations of the Lean Startup in an Enterprise Context

- Introduction to the core principles of the Lean Startup.
- Contrasting lean methodologies with traditional corporate planning.
- The mindset shift from execution to searching for a business model.
- Understanding the five principles of the Lean Startup by Eric Ries.
- Identifying assumptions and testable hypotheses in business ideas.
- The role of vision, strategy, and product in a lean framework.
- Case study analysis of early corporate adopters.

Unit Two: The Build-Measure-Learn Feedback Loop

- Deep dive into the Build-Measure-Learn (BML) cycle.
- Defining and scoping a Minimum Viable Product (MVP).
- Techniques for rapid prototyping and MVP development.
- Introduction to validated learning and actionable metrics.
- Differentiating vanity metrics from actionable metrics.
- Designing experiments to test critical business hypotheses.
- Workshop on creating an MVP concept for a corporate initiative.

Unit Three: Customer Development and Market Validation

- The principles of Steve Blank's Customer Development model.
- Techniques for customer discovery and getting out of the building.
- Conducting effective problem and solution interviews.
- Synthesizing customer feedback to validate or invalidate hypotheses.
- Achieving product-market fit within an enterprise setting.
- Developing customer archetypes and personas for targeted validation.
- Role-playing exercises in customer interviewing and feedback analysis.

Unit Four: Innovation Accounting and Growth Engines

- Introduction to Innovation Accounting for corporate projects.
- Establishing a baseline and tuning the engine for growth.
- Cohort analysis and A/B testing for data-driven decisions.
- Understanding the three engines of growth (Sticky, Viral, Paid).
- Metrics for each stage of the innovation funnel.
- The pivot or persevere decision-making framework.
- Workshop on creating a dashboard of actionable metrics.

Unit Five: Scaling Lean and Fostering Intrapreneurship

- Strategies for implementing lean methodologies in large organizations.
- Overcoming cultural resistance and organizational inertia.
- Building a culture of continuous innovation and experimentation.
- The role of leadership in sponsoring and protecting lean initiatives.
- Structuring innovation teams and corporate accelerators.
- Integrating lean principles with existing project management frameworks.
- Developing a personal action plan for applying lean startup at work.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can the 'fail fast' mantra of the Lean Startup be reconciled with the risk-averse culture and career progression models inherent in many large, established enterprises?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely theoretical examination of Lean Startup principles and focusing intensely on their practical application within the complex ecosystem of a large enterprise. Unlike generic courses that cater primarily to startups, our curriculum is specifically tailored to address the unique challenges faced by intrapreneurs and corporate innovators, such as navigating bureaucracy, securing buy-in from leadership, and integrating agile methods with established processes. The program emphasizes the development of an intrapreneurial mindset, equipping participants not just with tools but with the strategic thinking required to drive change from within. We utilize a case-study-driven approach, analyzing real-world examples of how major corporations have successfully or unsuccessfully implemented these methodologies, providing nuanced and actionable insights. Furthermore, the course content on innovation accounting is designed to provide participants with a robust framework for demonstrating value and progress to stakeholders who are accustomed to traditional financial metrics, bridging a critical gap between innovation teams and corporate governance. The focus is on building sustainable innovation capabilities, not just launching a single successful product.