



# LIBERTY SPRINT

*Sprint in Action* | FEI CONFERENCE | MAY 10TH 2017



# OBJECTIVES

*What we'll cover*



**SPRINT  
DEFINITION**



**LIBERTY  
SPRINT**



**SPRINT  
ENABLERS**





**SPRINT,  
DEFINED**



A group of people are gathered around a table in a meeting. In the foreground, a woman with long brown hair, wearing a blue and white striped shirt, is smiling and looking towards the camera while holding a document. Behind her, a man with glasses and a black shirt is looking down at the table. To the right, another woman with glasses and a purple top is looking towards the left. The background features a large, stylized graphic on the wall, consisting of a black circle and a yellow triangle. The overall atmosphere is collaborative and professional.

# DESIGN SPRINT

*A design sprint is a super-lean approach to help answer critical business questions through design, prototyping, and testing ideas with customers.*



# ✕ SPRINT, CORE PHASES

MON



*Map*

TUES



*Sketch*

WED



*Decide*

THURS



*Prototype*

FRI



*Test*



# × BLUE BOTTLE CO







# PRINCIPLES

*Core Principles Driving Design Sprints*

- 1 Focused Attention
- 2 Fresh Participants
- 3 Punctuations  
of Diverge and Converge
- 4 Iteration
- 5 Speed



The background of the image is a close-up of a wooden floor made of light-colored planks with dark grain patterns. On the left side, there is a vertical column of small white 'x' marks. In the center, there is a rectangular box with an orange border containing the text 'LIBERTY SPRINT' in white, bold, sans-serif capital letters.

# LIBERTY SPRINT



## THE CHALLENGE

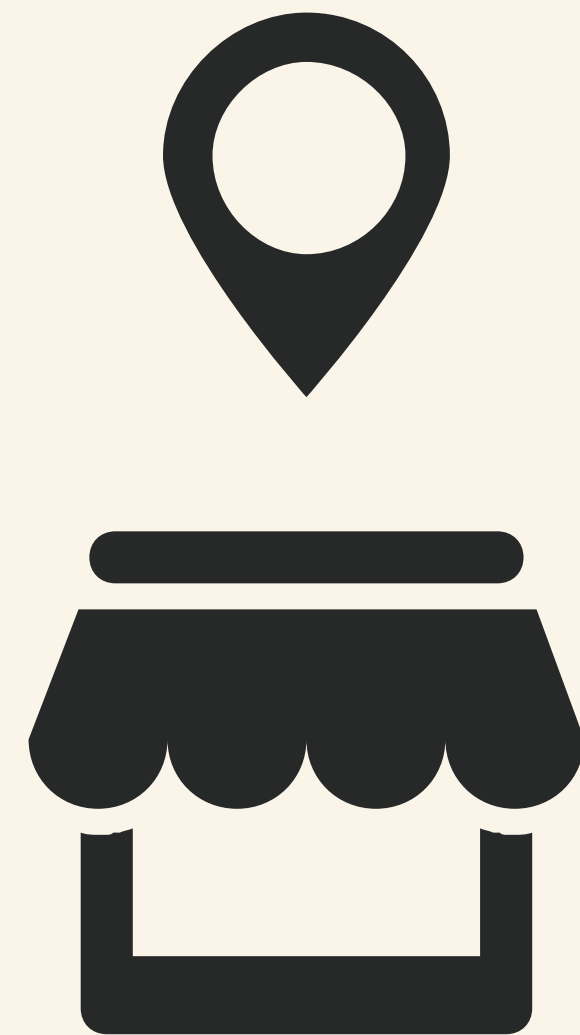
DETERMINE WHERE  
AND HOW LMI CAN  
DRIVE DISRUPTIVE  
INNOVATION



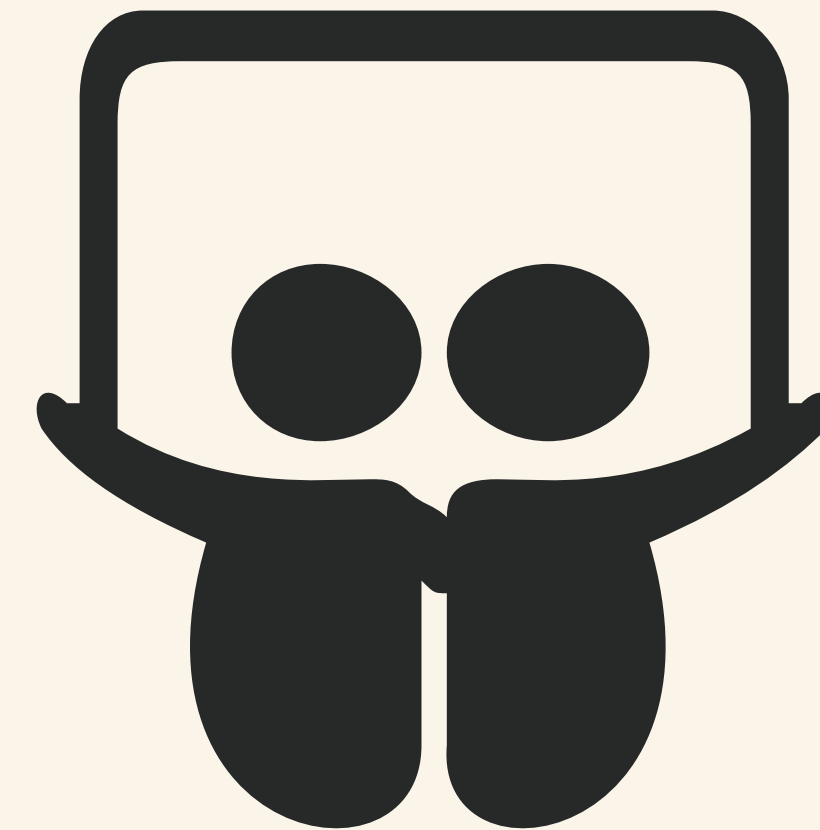
# ✕ LIBERTY SPRINT: THE SETUP



Five dedicated  
“sprinters”



Offsite office  
location



Support from two  
senior sponsors



Bank of training  
modules



# ✕ LIBERTY SPRINT: THE WORK



## WEEK 1-3



*Identify & Explore  
Jobs to be Done within  
each Trend Space*

## WEEK 4



*Validate & Prioritize  
Jobs to be Done*

## WEEK 5



*Bring Jobs to Life*



# ✕ LIBERTY SPRINT: THE TRAINING



## WEEK 1-3



*Start-up Case Studies*  
*Design Thinking*  
*Building Empathy*  
*Jobs To Be Done*  
*Digital Ethnography*  
*Hustle like a Start-up*

## WEEK 4



*Jobs To Be Done*  
*Transition*  
*Prediction Markets*  
*Unfair Advantage*  
*Assessment*  
*Trend Sizing*

## WEEK 5



*Story Telling 101*  
*Pitching Like a Boss*  
*Truth and Hacks*





# WEEKS 1-3

*Identifying & Exploring the Jobs to be Done*

1

**Digital Ethnography** - Online  
qualitatives with 50 consumers

2

**Secondary Data Dig** - Across 5 Trend  
spaces

3

**Custom Team “Missions”**- Talking to  
experts and key stakeholders

4

**In-Home Interviews** - 25  
consumer deep dive interviews

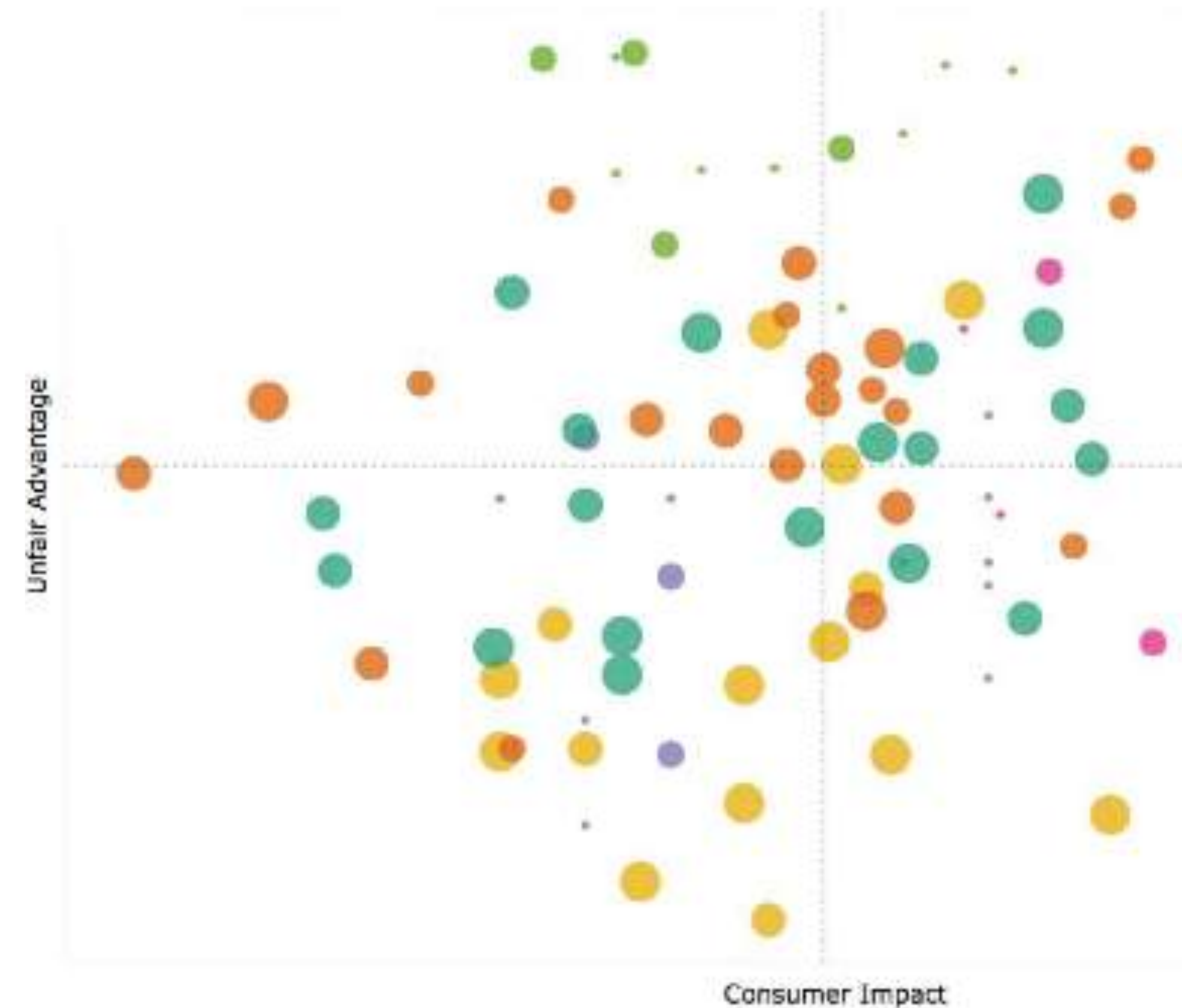




# WEEK 4

*Validating & Prioritizing Jobs to be Done*

- 1 **Prediction Market**- Assessing Consumer Impact
- 2 **Trend Sizing** - Current Size and Future Growth
- 3 **Subjective Assessment** - Competitive Response, Overall Advantage
- 4 **Plotting of Jobs**- Understand which Jobs Represent a Prime Opportunity







# WEEK 5

*Bring Jobs to Life*



**Pitch Development** - For each trend space and Prioritized Jobs



**Shark Tank Competition** - Among Senior Leaders



**Ideation Generation & Development** - Across Prioritized Jobs



## THE OUTCOME

# COMMITTED RESOURCES FROM LEADERSHIP TO DEVELOP 2 IDEAS





# PRINCIPLES

*Core Principles Driving Design Sprints*



**Focused Attention**



**Fresh Participants**



**Punctuations  
of Diverge and Converge**



**Iteration**



**Speed**



The background of the image consists of a close-up, diagonal view of light-colored wooden planks. On the left side, there is a vertical column of small white 'x' marks. In the center, there is a rectangular box with an orange border containing the text 'SPRINT ENABLERS' in white, bold, sans-serif capital letters.

# **SPRINT ENABLERS**





# 11 KEY ENABLERS

*Before, During & After the Sprint*

- 1 Outline Phases of Work
- 2 Use a Variety of Methods
- 3 Foster 100% Team Effort
- 4 Emphasize Communication
- 5 Review Interim Deliverables
- 6 Provide Training
- 7 Infuse Wow Moments
- 8 Consider your Space
- 9 Expectations Early & Often
- 10 Bring Outside In
- 11 Distribute Prep



# × KEY ENABLER 1: OUTLINE PHASES OF WORK



## LMI TREND SPRINT TIMELINE





## ✕ KEY ENABLER 2: USE A VARIETY OF METHODS



**DIGITAL**

+



**SECONDARY  
DATA**

+



**MISSIONS**

+



**IN-HOMES**

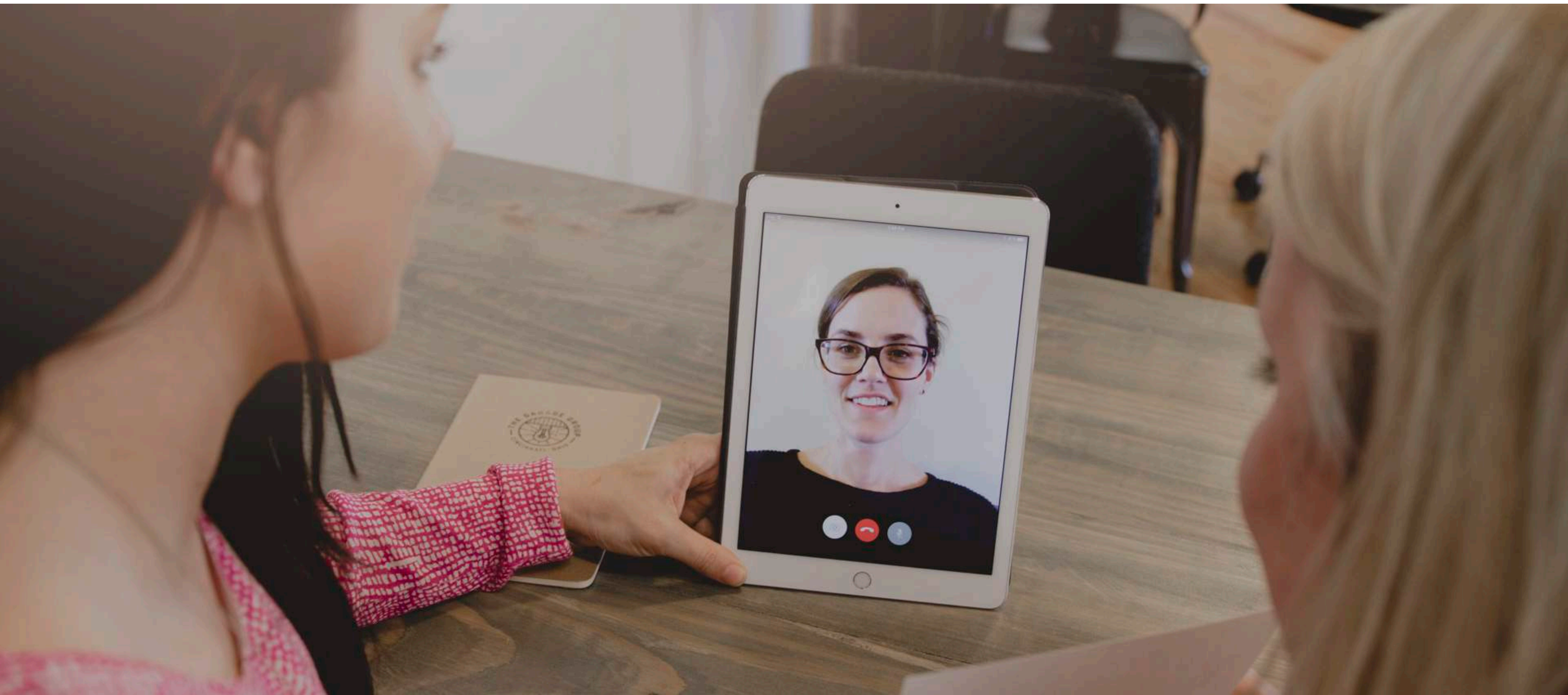


# ✕ KEY ENABLER 3: FOSTER 100% TEAM EFFORT



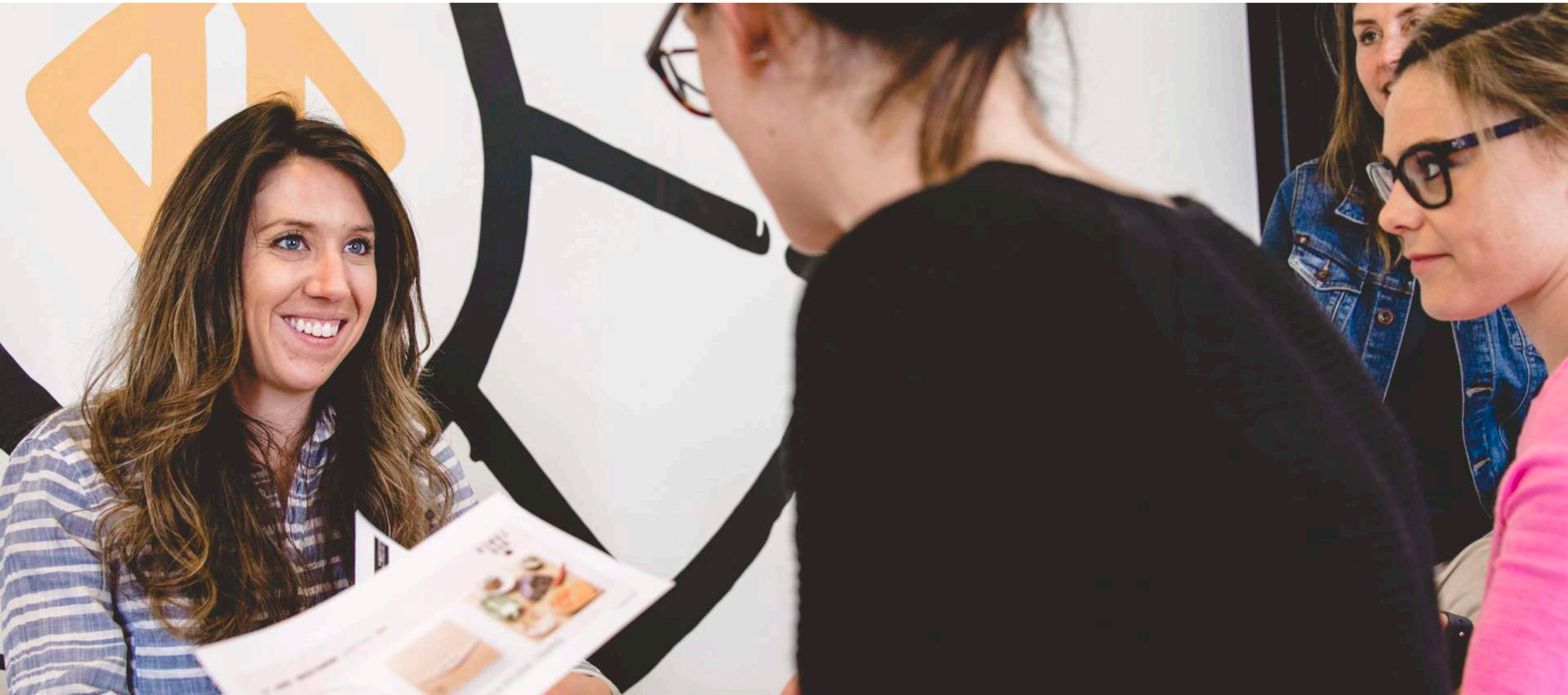


# ✕ KEY ENABLER 4: EMPHASIZE COMMUNICATION





# ✕ **KEY ENABLER 5: REVIEW AGENDAS AND INTERIM DELIVERABLES**



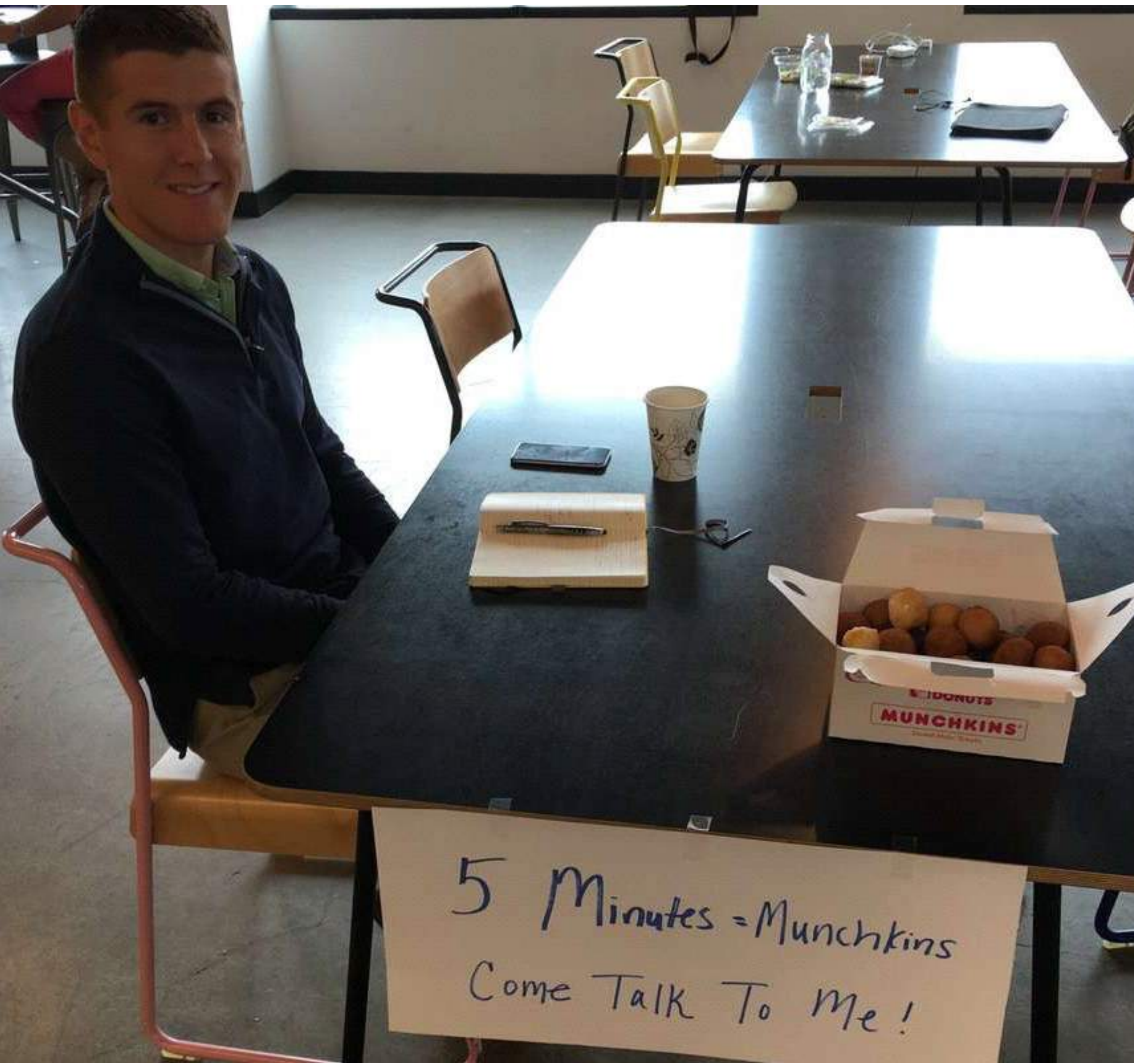


# ✕ **KEY ENABLER 6: ENABLE SUCCESS WITH THE RIGHT TRAINING**





## ✕ KEY ENABLER 7: INFUSE WOW MOMENTS





## ✕ KEY ENABLER 8: CONSIDER YOUR SPACE





## ✕ **KEY ENABLER 9: SET EXPECTATIONS EARLY AND OFTEN**





## ✕ KEY ENABLER 10: LEVERAGE EXTERNAL PARTNERS





## ✕ KEY ENABLER 11: DISTRIBUTE PREP WORK







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*Before, During & After the Sprint*

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**BEN HEALY**

PRINCIPAL ANALYST, DATA  
SCIENCE

Liberty Mutual