LIBERTY SPRINT

Sprint in Action | FEI CONFERENCE | MAY 10TH 2017

OBJECTIVES

What we'll cover

1

SPRINT DEFINITION

2

LIBERTY SPRINT

3

SPRINT ENABLERS

SPRINT,
DEFINED

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

THE GARAGE GROUP

MON	TUES	WED	THURS	FRI
Map	*Sketch*	*Decide*	*Prototype*	*Test*

BLUE BOTTLE CO

THE GARAGE GROUP

PRINCIPLES

Core Principles Driving Design Sprints

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

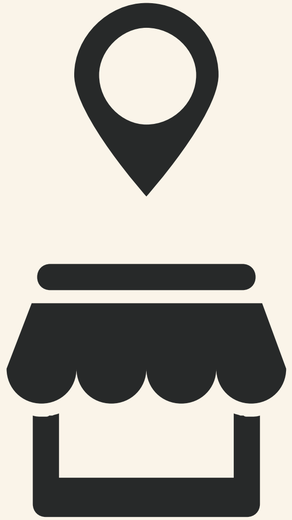
LIBERTY SPRINT

THE CHALLENGE

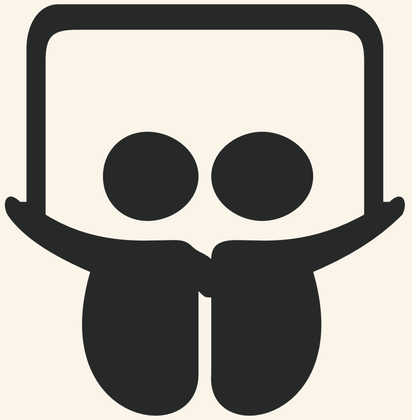
DETERMINE WHERE AND HOW LMI CAN DRIVE DISRUPTIVE INNOVATION

LIBERTY SPRINT: THE SETUP

Five dedicated “sprinters”



Offsite office location



Support from two senior sponsors

Bank of training modules

LIBERTY SPRINT: THE WORK

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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

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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

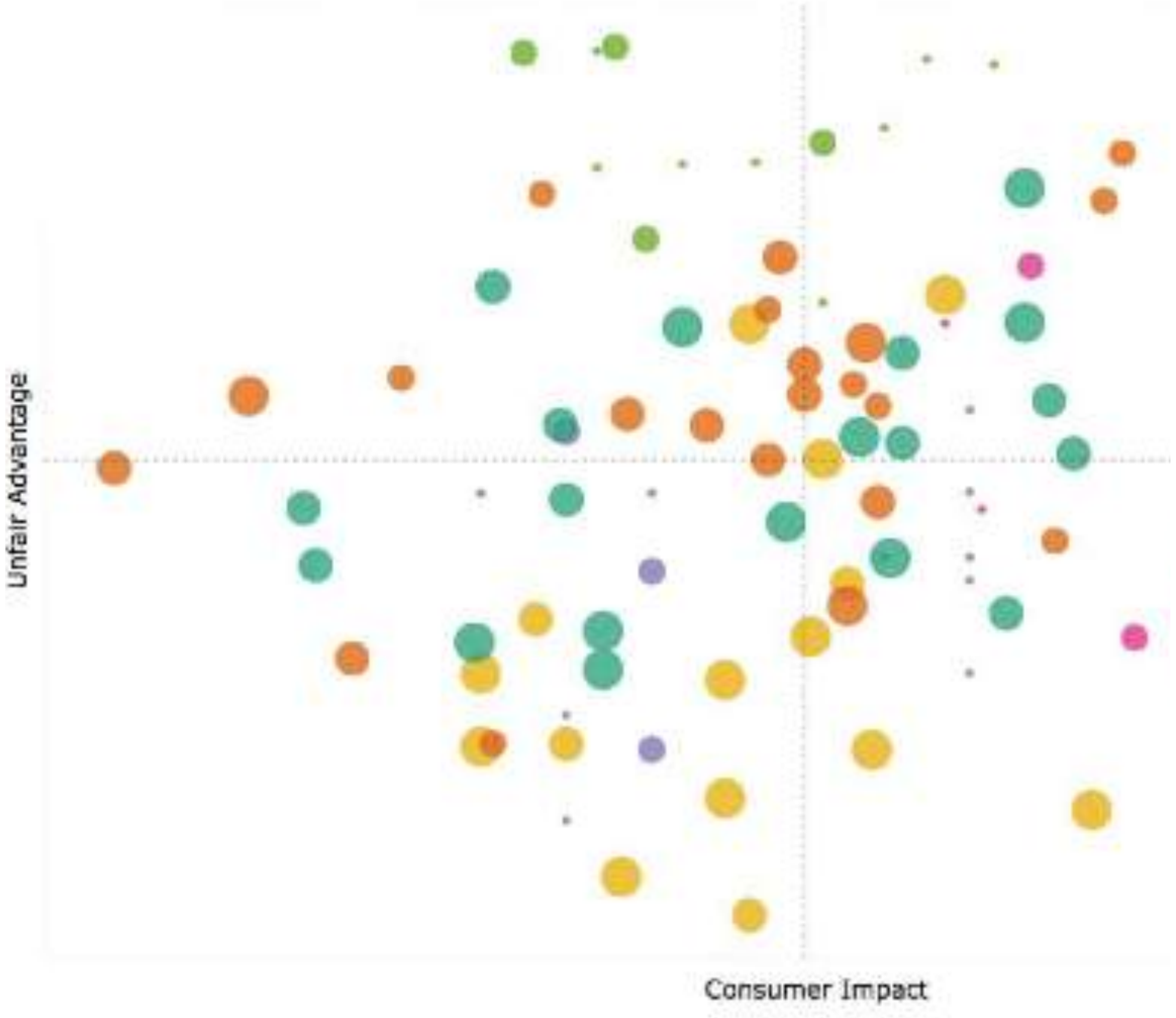
WEEK 5

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

1. **Pitch Development -** For each trend space and Prioritized Jobs
2. **Shark Tank Competition -** Among Senior Leaders
3. **Ideation Generation & Development -** Across Prioritized Jobs

THE OUTCOME

COMMITTED RESOURCES FROM LEADERSHIP TO DEVELOP 2 IDEAS

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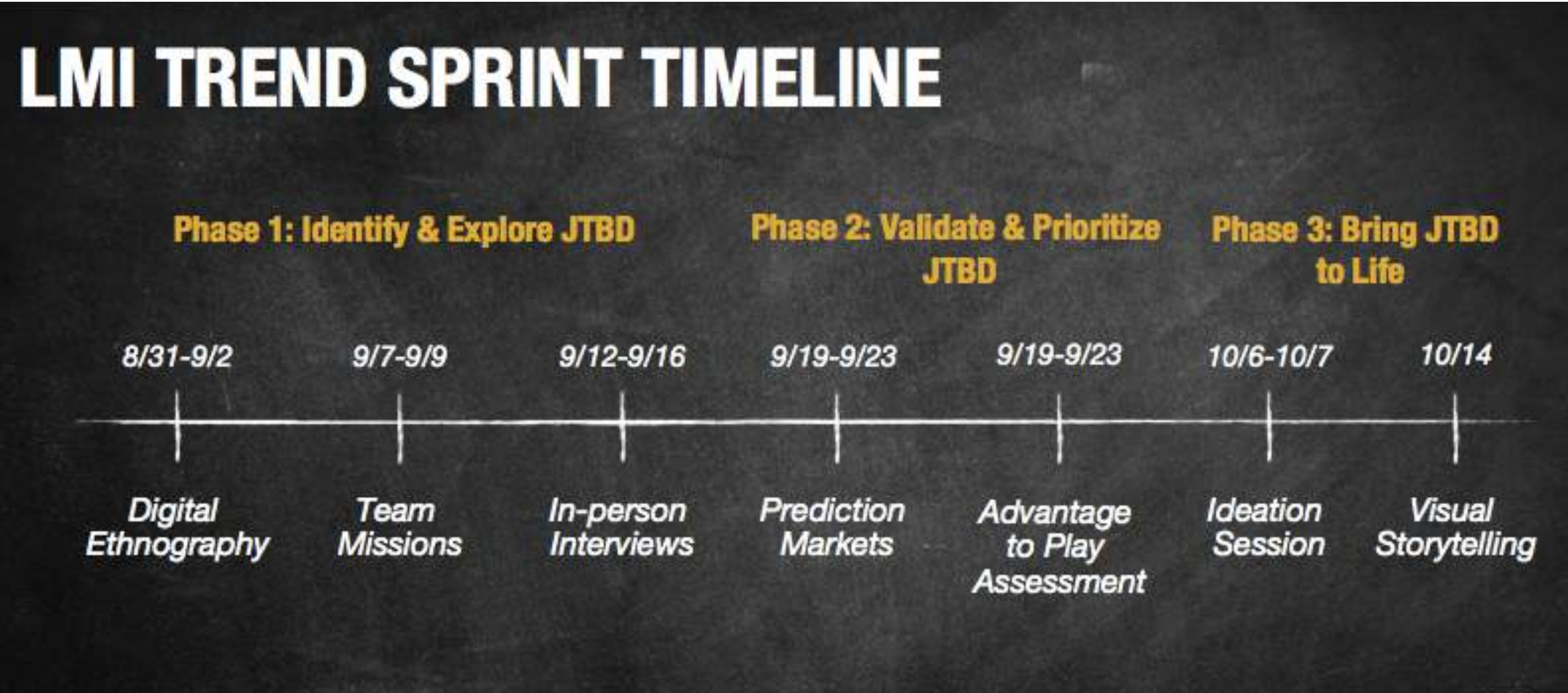
SPRINT ENABLERS

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



KEY ENABLER 2: USE A VARIETY OF METHODS

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DIGITAL

+

SECONDARY DATA

+

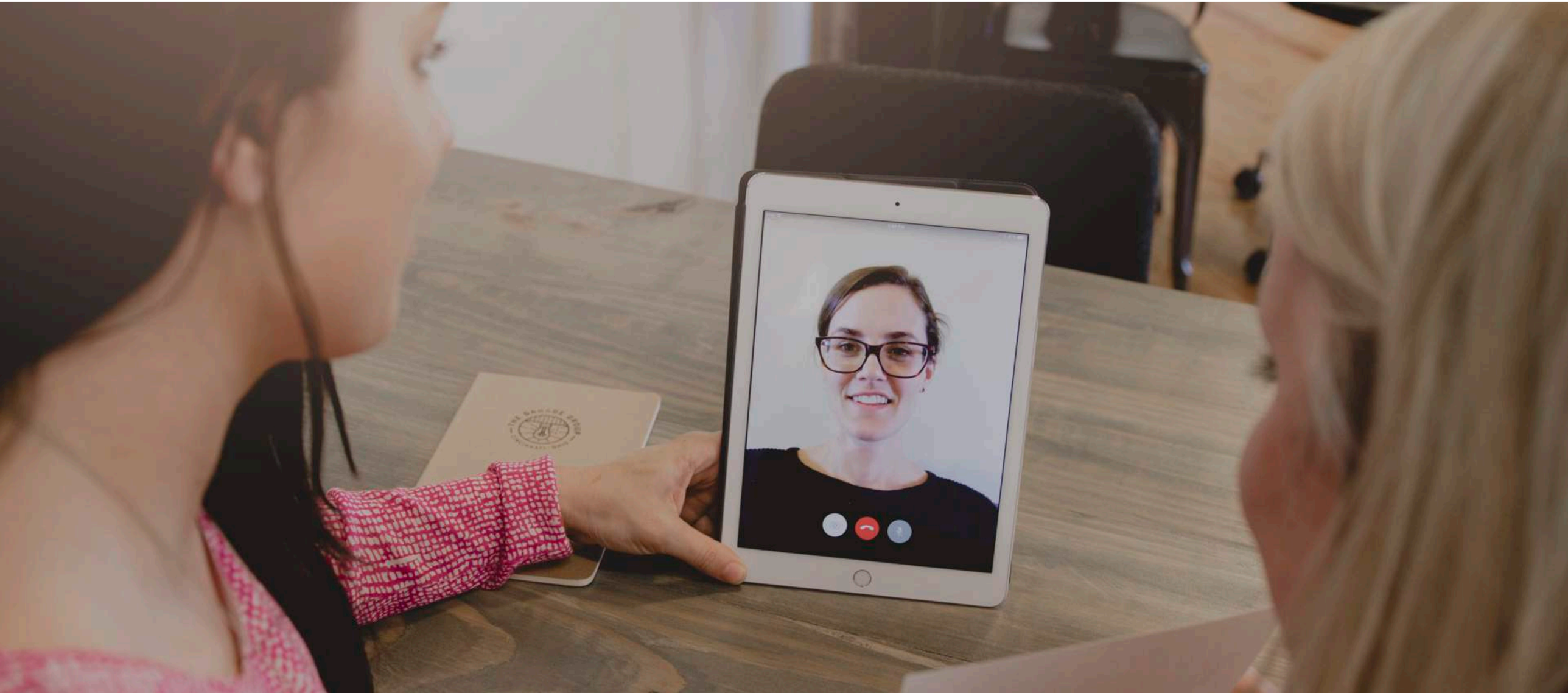
MISSIONS

+

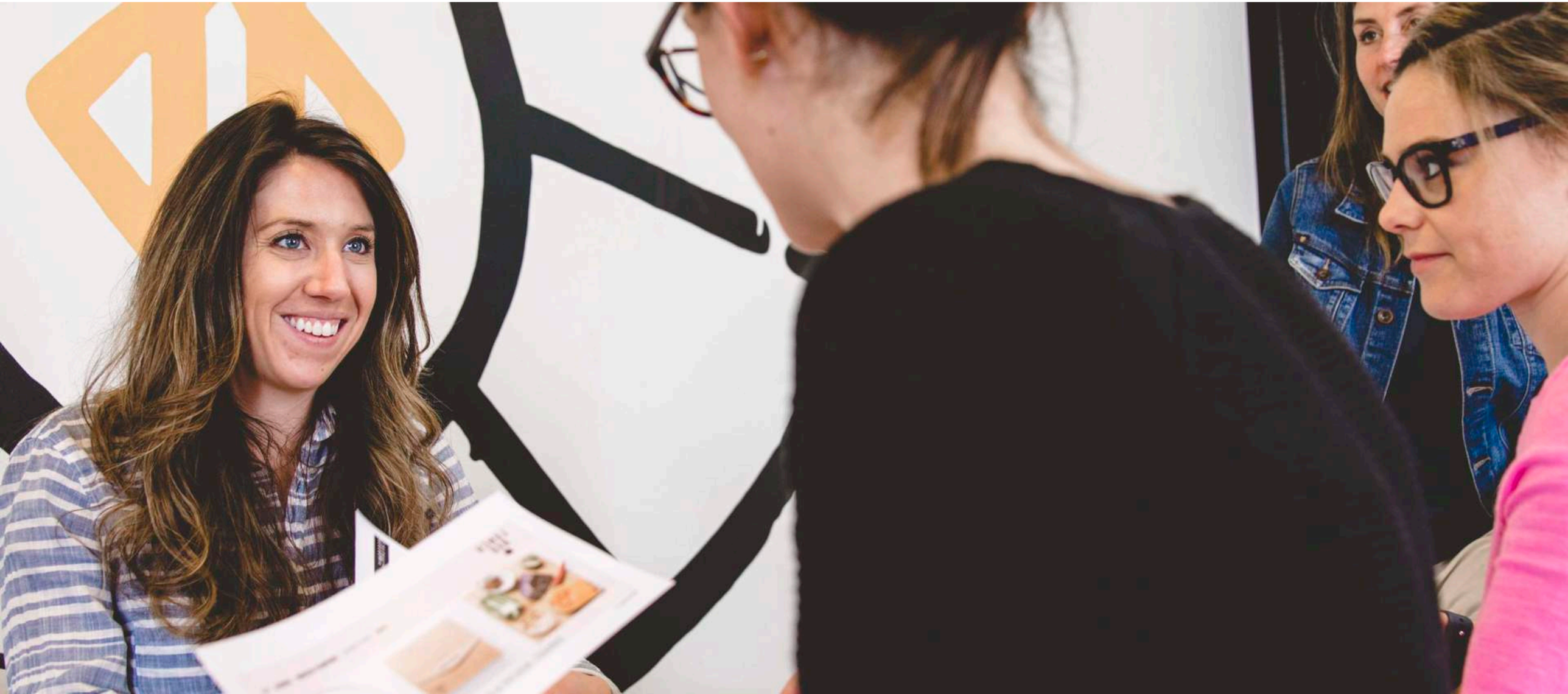
IN-HOMES

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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KERI STEPHENS
VICE PRESIDENT,
LEAN INNOVATION
The Garage Group
513-315-2782
keri@thegaragegroup.com

BEN HEALY
PRINCIPAL ANALYST, DATA SCIENCE
Liberty Mutual