



# DEVELOPING AND SUSTAINING LEAN INNOVATION CAPABILITY

TRAINING COURSE CATALOG | 2019



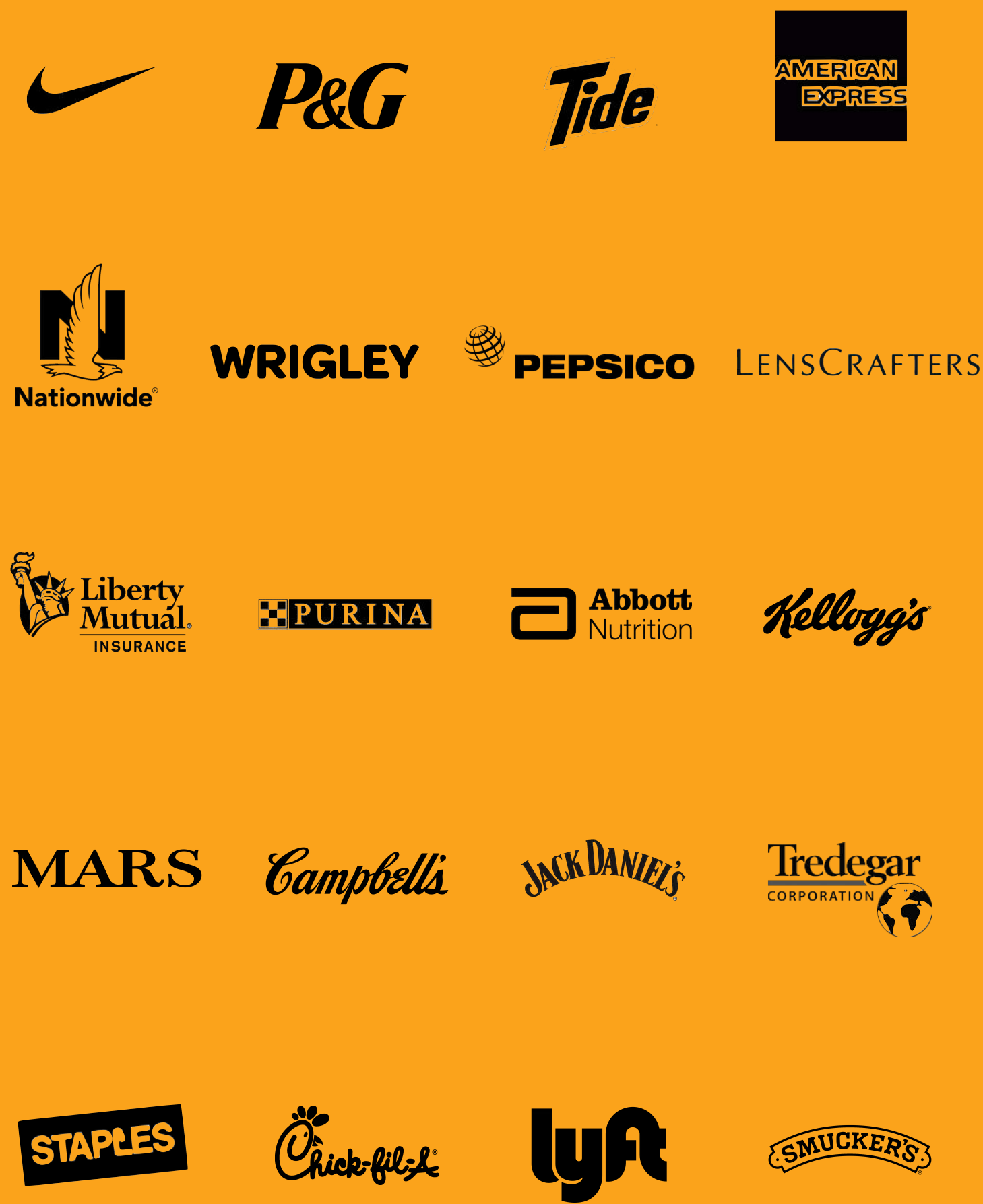
A photograph of three people (two women and one man) sitting around a table in a meeting, smiling and looking at each other. They are holding markers and looking at papers on the table. The background shows a wall with a pattern of 'X' marks and a bookshelf.

**TGG**Capability

**CREATING & ACTIVATING LEAN INNOVATION  
ECOSYSTEMS REQUIRES TRAINING IN NEW  
MINDSETS, SKILLS, TOOLS**



# WHO WE'VE WORKED WITH



“

*“Our goal was to develop skills in 1 day that would allow the team to be in action without requiring continued consulting support. That was accomplished and much more. We’ve seen a paradigm shift leading to a new language centered on the customer.”*

**SVP PLANNING & ALLOCATION,  
F500 RETAIL BRAND**

## TGG CAPABILITY

# PARTNERING WITH COMPANIES TO CREATE, ACTIVATE, AND SUSTAIN LEAN INNOVATION ECOSYSTEMS TO SOLVE TOMORROW'S PROBLEMS

## *What* TGG PROVIDES



### Assessment

Identify areas of greatest opportunity for development and growth within your organization



### Growth Collective

Leverage our internal and external network of battle-tested leaders to bring the right strategies & approaches



### Teaching & Coaching

Range of teaching and coaching models designed specifically for your needs



### Organizational Engagement

Engagement at Bottom, Middle, and Top of the organization to ensure full integration into the actual work process



### Lean Growth Playbook

Access to our proprietary synthesis of both established and emerging startup-inspired methodologies



### Leadership Support

Engagement of C-Suite leadership to ensure commitment to change

# LEAN INNOVATION & COURAGEOUS LEADERSHIP

## TGG'S HUSTLE HANDBOOK

Our foundational training on the six key behaviors of entrepreneurs and how to apply them.

## TGG'S LEAN GROWTH PLAYBOOK

Deep dive into The Garage Group's proprietary synthesis of both established and emerging, startup-inspired methodologies. designed to educate and inspire corporate teams on the key mindsets, skills and processes/tools required to successfully adopt, implement, and sustain Lean Innovation capability.

## SPRINT

Apply the fundamentals of the Sprint process to your innovation program and processes.

## STRATEGIC LEADERSHIP

Deep exposure to a map of mindsets, skills and process/tools that together create the conditions of a lean innovation practice and culture.

## PURSUING YOUR "WHY"

Companies, ideas, and initiatives all start with a vision for the future, and yet, many businesses have a difficult time clearly articulating their purpose. Figuring out the "why" behind what you do far outweighs the importance of the "what" or the "how". Aligning your company on its purpose and mission decreases dissonance within the organization, and allows ideas and projects to move forward faster.

## OPERATING WITH OWNERSHIP

Learn how a modern approach to ownership can create a culture of teamwork and collaboration.

## OUR APPROACH



**CHANGING THE MINDSET**



**LEARN BY DOING**



**TAILORED TO YOUR CHALLENGES**

# DEFINE

## DESIGN THINKING

Learn how to leverage the most valuable components of the Design Thinking methodology to create a human centered approach to your business challenges.

## EMPATHY

Learn what empathy is in the context of building consumer centricity. Training modules includes dynamic practice exercises relevant to your brands to fully bring to life in the context of your consumers.

## JOBS TO BE DONE

Comprehensive training on how to discover, write, and evaluate consumer Pain Points to understand the Jobs to be Done and progress consumers are trying to make.

## ASSUMPTION-BASED DEVELOPMENT

Learn how to build a body of evidence to guide innovation efforts - including identifying and testing priority assumptions. Your team will gain exposure to a range of The Garage Group's **battle-tested consumer research methods and experimentation tools** designed to stay grounded in the consumer but in a faster, cheaper, transactional and startup-minded way.

**Define** phase methods and tools include Lean Desk Research, Social Media Ethnography, Digital Ethnography, etc.

## OUR APPROACH



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# EXPLORE

## IDEA GENERATION

Learn a variety of techniques for divergent and convergent ideation, including exposure to hands-on tools to help understand and develop “what needs to be true” for new ideas/business models, etc. to succeed.

## ASSOCIATIVE THINKING

Practice how to bring relevant external inspiration into your innovation and ideation process. This process of “dot connecting” encourages divergent thinking outside of your own category/brand frame of reference.

## JOURNEY MAPPING

Improve your consumer experience by strategically learning and practicing tools to map existing interaction and more importantly cast the vision for your ideal customer experience.

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**Explore** phase tools such as Trends & Analogs, Lean Quantitative, Qualitative techniques for ideation, etc.

## PITCH TRAINING

Teach clients to effectively “pitch” innovation ideas to gain team and leadership support. Leverage dynamic storytelling approaches to highlight consumer problems you’re solving and build clear connections to your strategic solutions.

## OUR APPROACH



**CHANGING THE  
MINDSET**



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# BUILD, TEST, LEARN

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**Build, Test, Learn** phase tools such as Lean Concept Development, Prediction Market, etc.

## CONCEPT WRITING

Learn and practice how to write concepts including clear and strong Insight, Benefit, RTB structure to clearly present new product concepts for further testing.

## OUR APPROACH



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## CASE STORY

# **JOBS TO BE DONE & EMPATHY TRAINING TO DRIVE CUSTOMER CENTRICITY FOR A F500 RETAIL BRAND**



A brand within a Fortune 500 retail company came to The Garage Group with a desire for more consumer-centric approach to innovation. Their small team wanted to make a big impact across the business and across their culture. They needed to overcome real challenges around ensuring consumer empathy was leading to big ideas, despite limited resources needed for development and deployment of skills and tools.

A few of their team members had been trained specifically in Design Thinking from Stanford's D-School, and others in the group had been reading foundational books on similar entrepreneurial methods. But, the team was looking for a way to more clearly connect the dots between theory and application.





## APPROACH

The brand's innovation leader, along with The Garage Group, developed a customized training to set the tone for their new innovation processes and inspire change. A week before Black Friday, 22 members of this retail team – managers from Merchandising, Trends, Finance, Brand Strategy, HR, Marketing, and more — converged and engaged in the interactive training. Coaching included high-level overviews of the Lean Growth Playbook and Design Thinking, and an in-depth training in Empathy, Jobs to be Done, and Business Model Canvassing.

Throughout the training, The Garage Group guided the team as they built empathy for one another and their target market, successfully translated real customer pain points into Jobs to be Done, and developed real innovation pipeline ideas leveraging a custom Business Model Canvas.

Through the in-depth Jobs to be Done training, things started to click. TGG shared external examples of translating pain points into Jobs to be Done before turning it over to the smaller sub-teams to work through translating their own customer pain points into Jobs. After coming together as a group to discuss, the sub-teams again put theory into practice by translating those pain points into business-relevant Jobs to be Done. Leveraging a custom-designed Business Model Canvas, the teams rapidly developed and assessed ideas.

*“While reading the book about Jobs to be Done, it has been hard for me to grasp. Actually putting the theory into practice made a huge difference.”*







## IMPACT

Participants from the training immediately began using this new, consumer-centric language, along with the tools they learned around building empathy, uncovering pain points, prioritizing Jobs to be Done, and then building robust business models to pressure-test ideas. All around the offices, Business Models Canvases were hung and used to help teams assess the strengths or weaknesses of ideas. Bad ideas were killed faster, and good ideas were elevated quickly.

The brand now prides itself on its ability to begin with empathy, to generate stronger ideas. In addition, they've leveraged this consumer-centric approach to enable more focused planning efforts. "What job does it do?" has become common vernacular, keeping the consumer at the center any conversation.

Finally, as this brand began to feel the impact of this training, the company has taken notice. Executives from across the company took part in an immersive training and are now beginning to cascade these new approaches to consumer centricity throughout the brands.





Every company started somewhere. For Apple, Disney, and Google, it was in the garage.

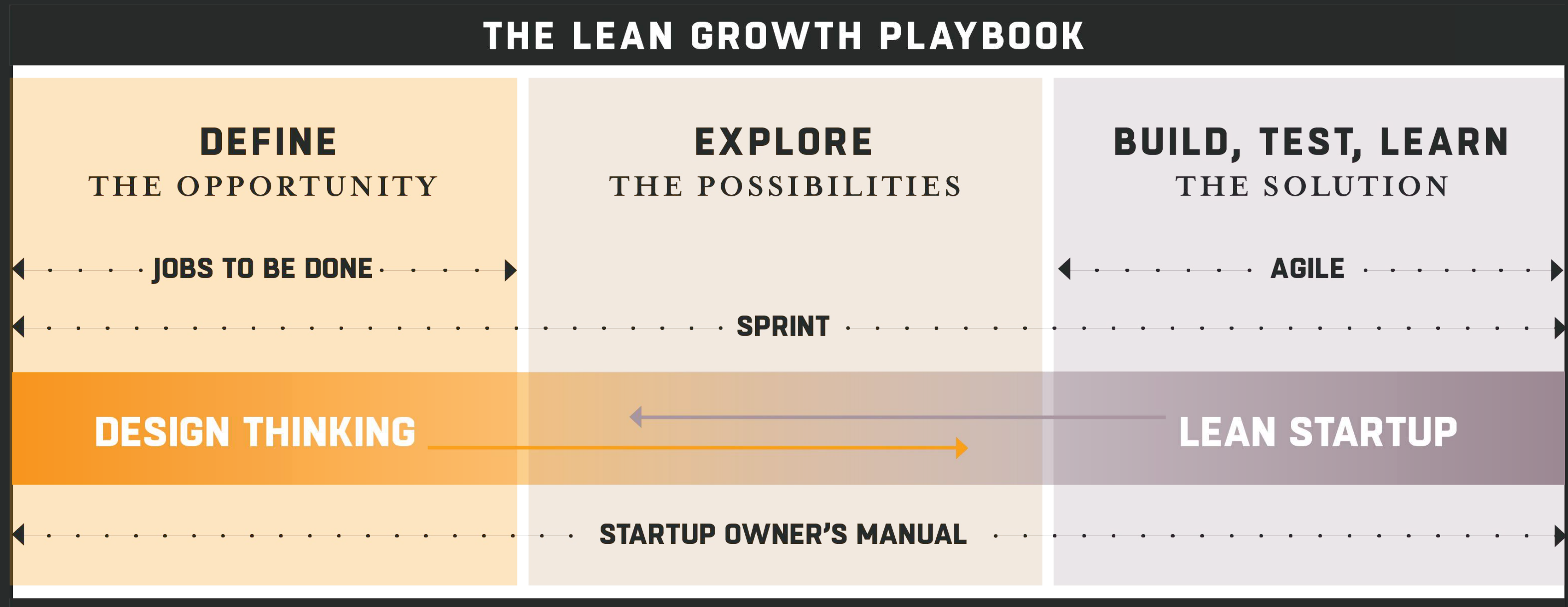
But it seems the larger a company gets, the more the courage, speed, and closeness to the consumer that once filled their early days seems to give way to the bureaucracy and politics of scale.

**THAT'S WHERE WE COME IN**

**OUR MISSION**

**ENABLE BIGCOS TO GET BACK  
TO THEIR ENTREPRENEURIAL  
ROOTS; BACK TO THE AGILE  
GROUND FLOOR OF THE  
GARAGE; TO OPERATE LIKE  
A STARTUP**





We bring the custom solutions to lead you through solving any Lean Innovation or growth challenge, integrating tried & true methodologies like **Design Thinking & Jobs To Be Done** with emerging startup methodologies like **Lean Startup & Sprint**.





# OUR TEAM IS OUR SECRET SAUCE

To work on this team, you gotta live it and love it! Every one of us is an entrepreneurial leader, a courageous experimenter, and deeply committed to our mission. Our diverse experiences range from BigCo to Startups, multiple disciplines and levels of leadership. Equally adept at leading the thinking as we are executing the details, we throw ourselves into ever engagement with a heart to drive real progress and change. We take our own medicine and live out the very same principles, practice, mindsets, and approaches that we instill in each client we interact with. And, we can hardly wait to bring our energy and ideas to your business.



## GET IN TOUCH

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**STARTUP  
INSPIRED.**



**COURAGEOUS  
MINDS ONLY.**