

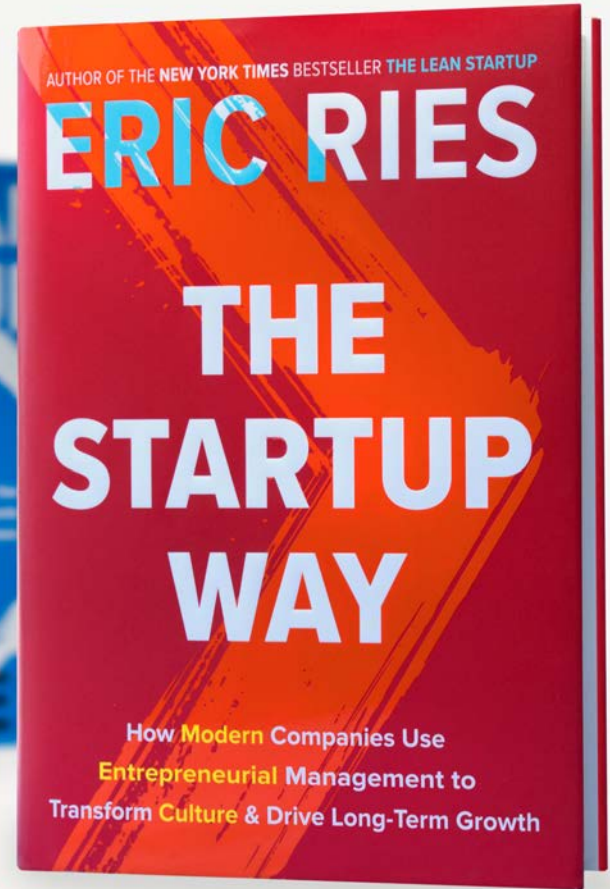
ERIC RIES

@ericries

#leanstartup

#thestartupway

www.StartupLessonsLearned.com



THE STARTUP WAY

Continuous Innovation

Startup as an atomic unit of work

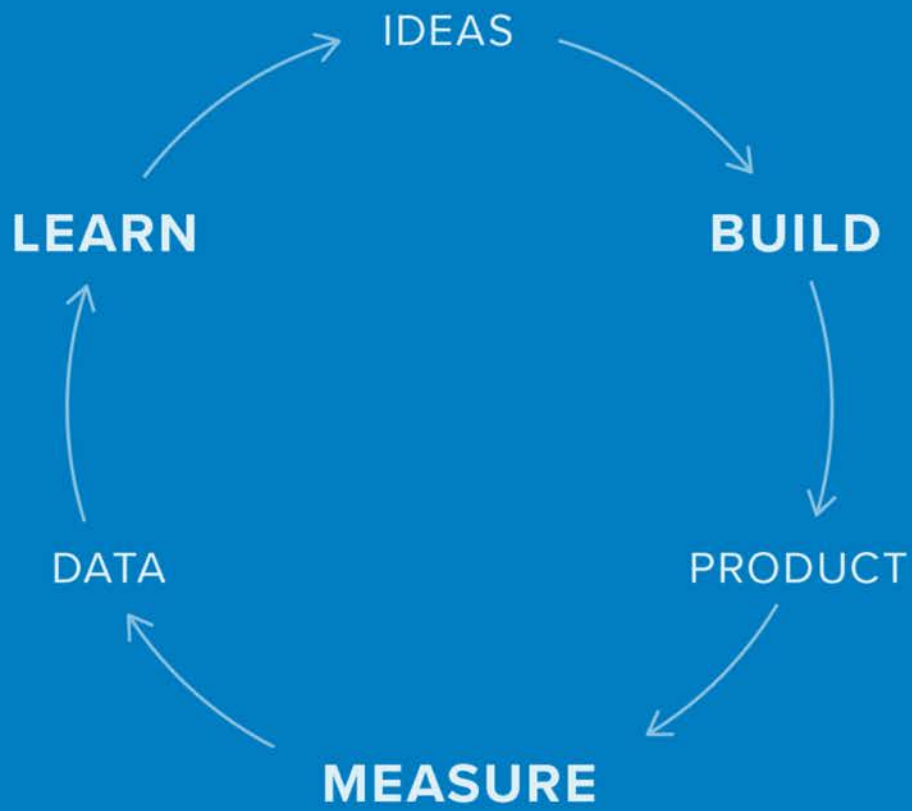
The Missing Function

The Second Founding

Continuous Transformation

Continuous Innovation

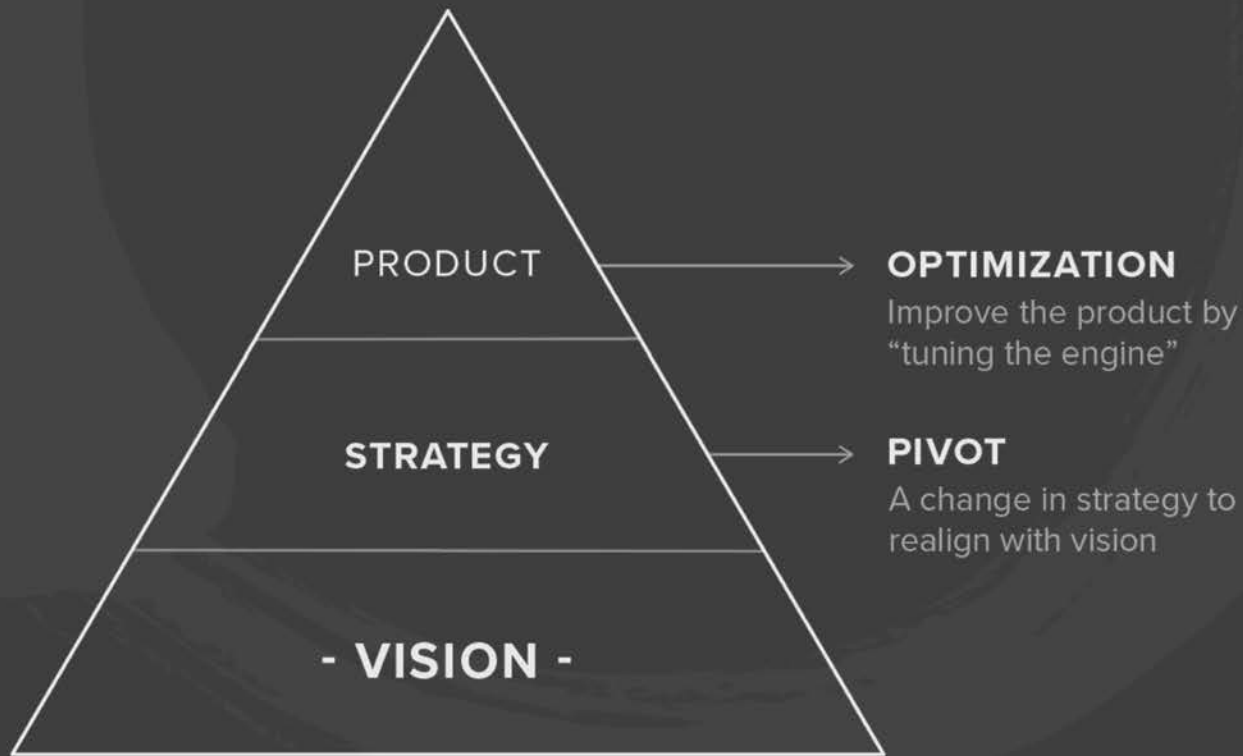
A method for finding new breakthroughs repeatedly, drawing on the creativity and talent of every level of the organization.



Startup as an atomic unit of work

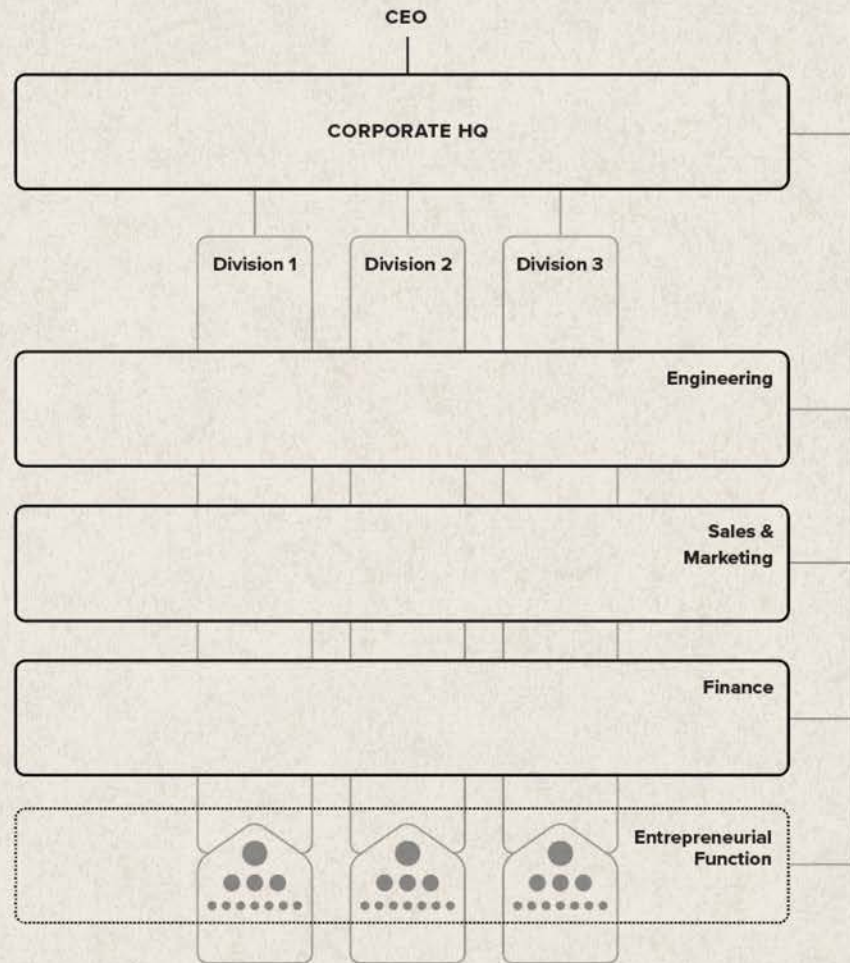
To continuously innovate, companies need teams that experiment to find new sources of growth. These internal startups require a distinct organizational structure to support them.

THE PIVOT



The Missing Function

Internal startups must be managed in ways that confound traditional techniques. Most organizations are missing a core discipline – entrepreneurship– that is just as vital to success as finance or marketing.



CEO

CORPORATE HQ

Division 1

Division 2

Division 3

Engineering

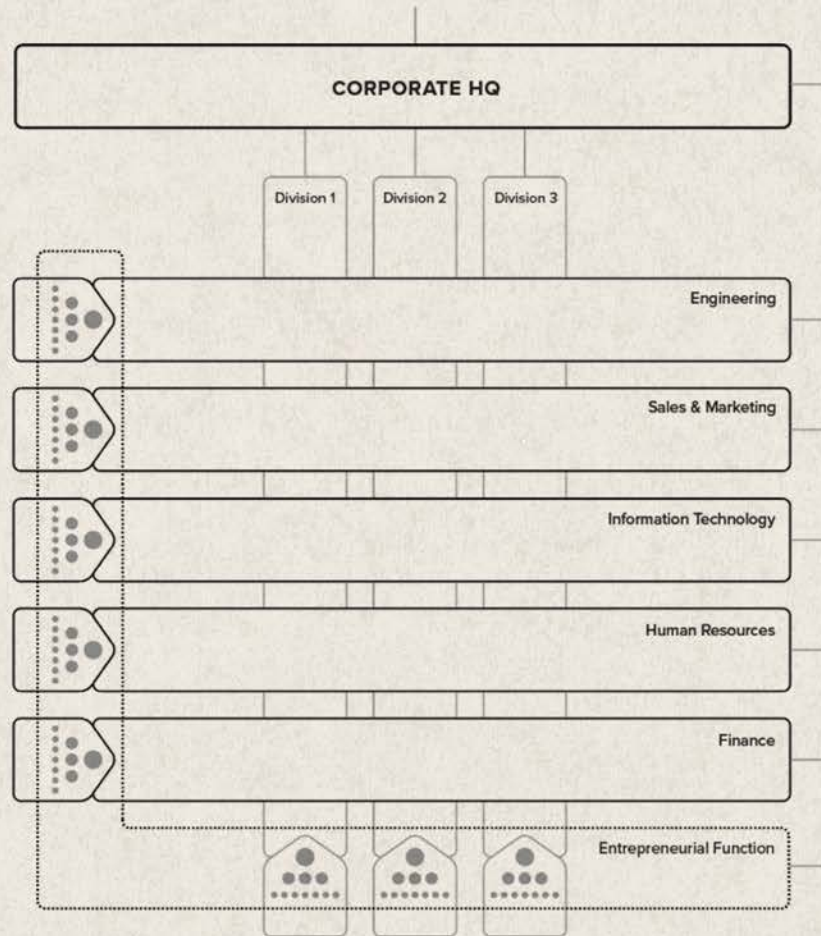
Sales & Marketing

Information Technology

Human Resources

Finance

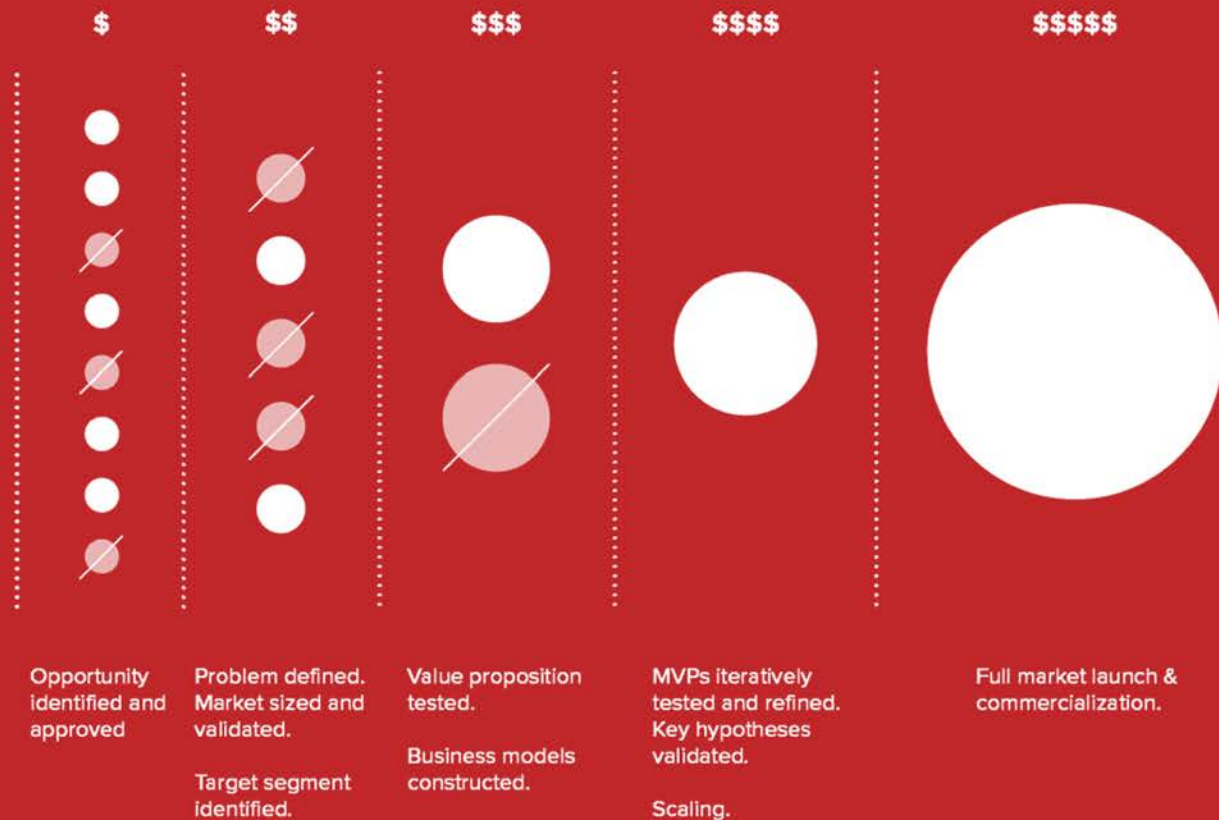
Entrepreneurial Function



The Second Founding

Making these profound changes to an organization is like founding the company all over again, whether it's five or a hundred years old.

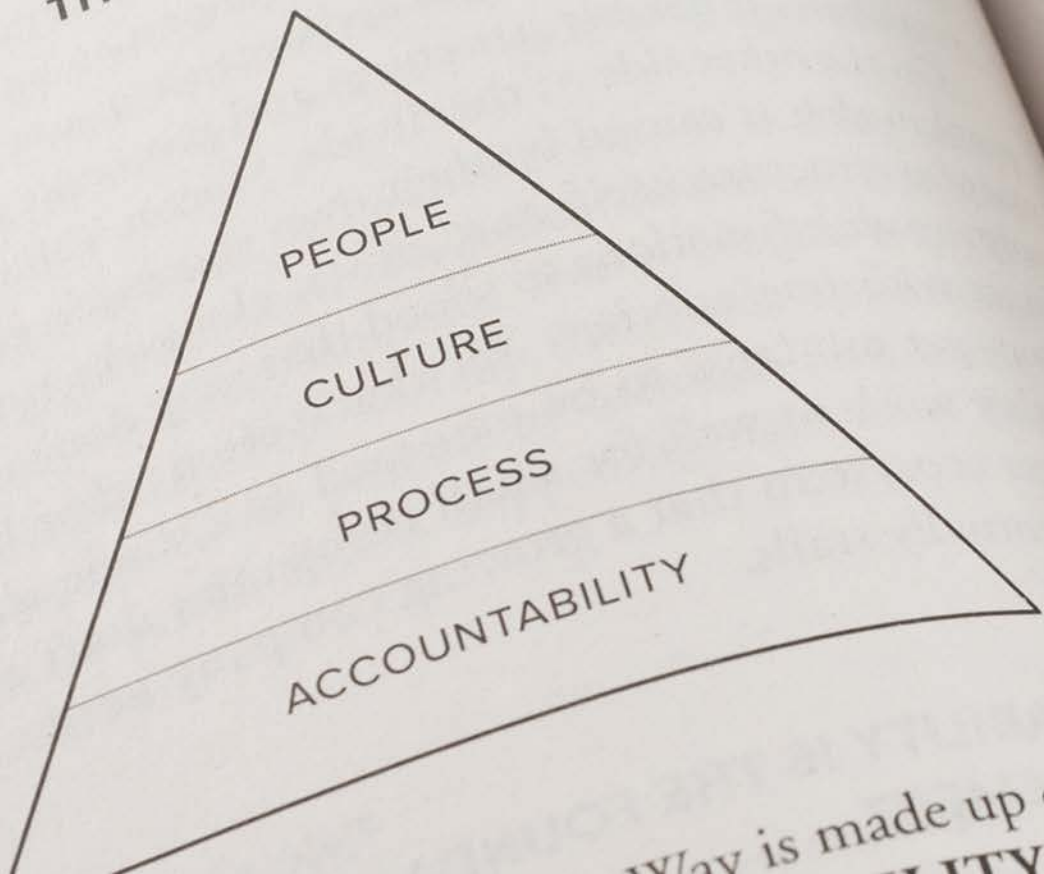
METERED FUNDING



Continuous Transformation

The ability to rewrite the organization's DNA in response to new and diverse challenges and doing it again and again.

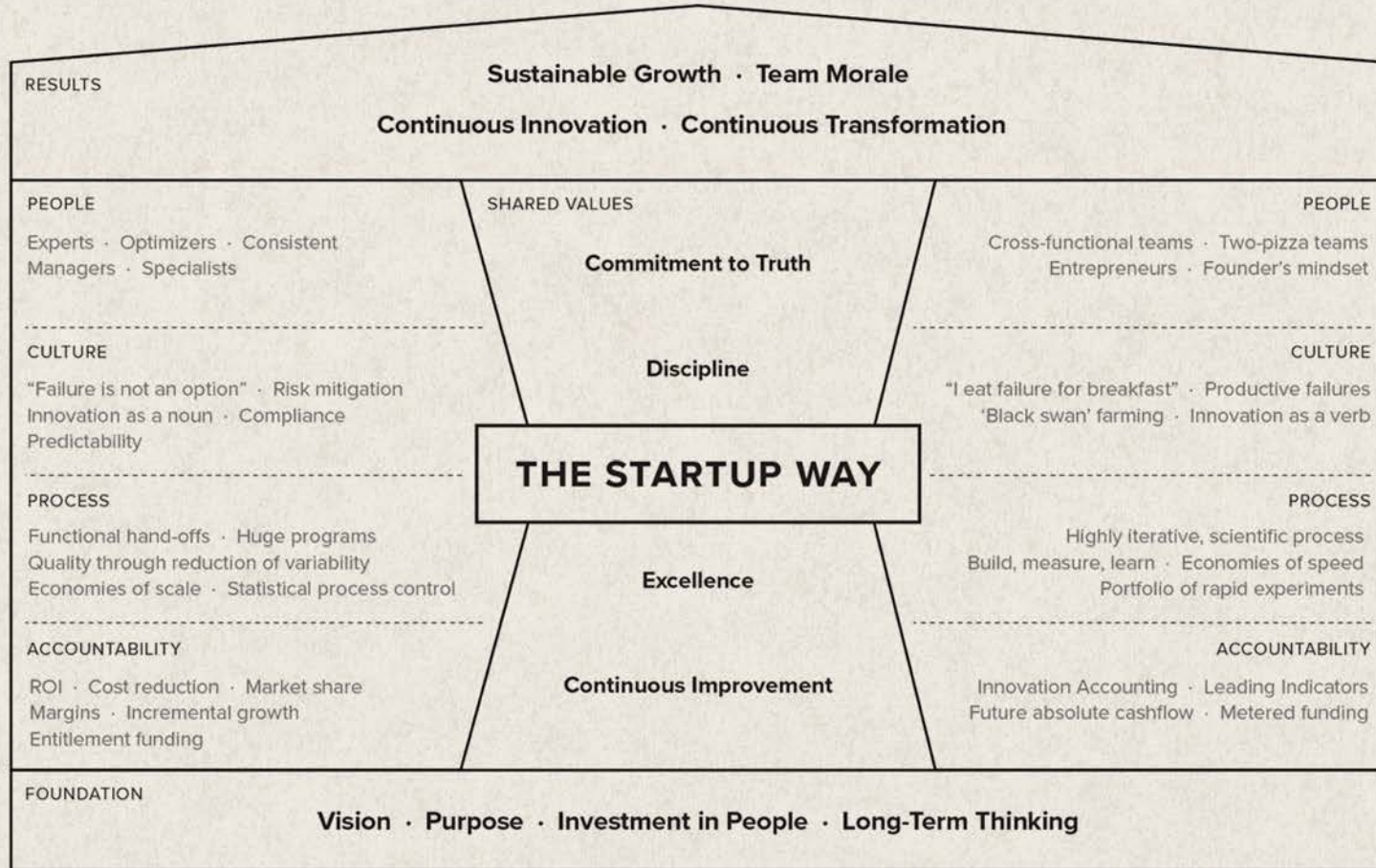
THE STARTUP WAY



Way is made up of these same
QUALITY: the system

of failure
for rapid ex
whole lot of failing
congeal into **CULTURE**
determine what employees
just the way things are around
“muscle memory,” based on
operate but on how it really
simply putting up posters
novative!” or “Think o
mous “Move fast and
will have any effect.
be formed over time
tems of the comp
Every culture
corporate resou
vative talent. I
the calib

GENERAL MANAGEMENT



THE STARTUP WAY

Continuous Innovation

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The Second Founding

Continuous Transformation

able to...
their basic research and

THE LONG-TERM STOCK EXCHANGE



*"What is needed is a new kind of stock exchange, designed to trade in the stocks of companies organized to sustain **long-term** thinking."*

exchange, designed to trade in the stocks of companies organized to sustain long-term thinking. We will create a Long-Term Stock Exchange (LTSE).

In addition to quarterly reports on profits and margins,

of human...
it to entrep...
potential...
What...
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Fo...
state...
fo...

Thank You.

@ericries

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