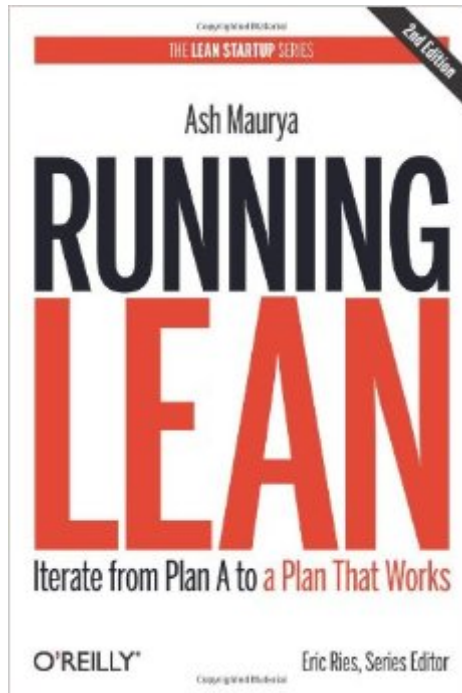


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# Running Lean: Iterate From Plan A To A Plan That Works (Lean (O'Reilly))



## Synopsis

We live in an age of unparalleled opportunity for innovation. We're building more products than ever before, but most of them fail--not because we can't complete what we set out to build, but because we waste time, money, and effort building the wrong product. What we need is a systematic process for quickly vetting product ideas and raising our odds of success. That's the promise of Running Lean. In this inspiring book, Ash Maurya takes you through an exacting strategy for achieving a "product/market fit" for your fledgling venture, based on his own experience in building a wide array of products from high-tech to no-tech. Throughout, he builds on the ideas and concepts of several innovative methodologies, including the Lean Startup, Customer Development, and bootstrapping. Running Lean is an ideal tool for business managers, CEOs, small business owners, developers and programmers, and anyone who's interested in starting a business project. Find a problem worth solving, then define a solution Engage your customers throughout the development cycle Continually test your product with smaller, faster iterations Build a feature, measure customer response, and verify/refute the idea Know when to "pivot" by changing your plan's course Maximize your efforts for speed, learning, and focus Learn the ideal time to raise your "big round" of funding "If you are starting a company, or want to adopt the Lean Startup approach, Running Lean is a must read."- Brad Feld, Managing Director, Foundry Group

## Book Information

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## Customer Reviews

This book is a concise guide that helps you take immediate action in using lean startup and customer development principles. More simply, as the subtitle states, it shows you how to "Iterate from Plan A to a Plan That Works". The book opens with a brief chapter on the principles behind Lean Startup and Customer Development. For each chapter after that, Ash describes what you will learn, shows you clearly what you need to do, and what decisions you need to make. The book's chapters are: Introduction1. Meta-Principles2. Running Lean Illustrated3. Create Your Lean Canvas4. Prioritize Where to Start5. Get Ready to Experiment6. Get Ready to Interview Customers7. The Problem Interview8. The Solution Interview9. Get to Release 1.010. Get Ready to Measure11. The MVP Interview12. Validate Customer Life Cycle13. Don't Be a Feature Pusher14. Measure Product/Market Fit15. ConclusionAppendix - Bonus Material - comments and insights on topics including: building a slow burn startup, thoughts on premature funding, achieving flow, pricing models, teaser and landing pages, sales letters, continuous deployment, conversion dashboardsThroughout the book, Ash shows when and how to use methods for activities like: business model planning, interviewing customers, setting up tests for hypotheses, pricing, determining your Minimum Viable Product (MVP), forming hypotheses and conducting tests. The book isn't just theory.

I'll begin my summary by quoting the author's promise: "Running Lean is a repeatable, actionable process for building products, one that raises your odds for success by helping you identify your success metrics and measure progress against those metrics."At a high-level, the Running Lean framework is fairly straightforward: validate the problem. Define a solution. Validate the solution. Then develop your solution iteratively while continuing to test and validate along the way. Running Lean offers concrete, actionable instructions and templates for each step of this process. However, the greatest flaw in this book is hinted in the language of the author's promise. Running Lean is designed more like an algorithm -- painfully detailed, comprehensive, and unemotional -- than a practical field guide for the real world. The book delves into everything from landing page design to kanban boards. In other words, in its attempt at engineering a comprehensive framework for business creation, Running Lean fails to deliver a strong set of core principles (I will revisit this later in my summary). Another problem I have with the author's promise is that the word "metrics" is mentioned twice, when in actuality Running Lean incorporates very few metrics. In fact, it's not until the very last stage of that actual numbers are even mentioned (eg. Sean Ellis test, 40% customer retention). I found incongruence in the fact that Running Lean was characterized as algorithmic, but was largely based on qualitative experiments without discussion of potential quantitative

benchmarks or test methodologies.

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