



# The Lean Enterprise: How Corporations Can Innovate Like Startups

By Trevor Owens, Obie Fernandez

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**The Lean Enterprise: How Corporations Can Innovate Like Startups** By Trevor Owens, Obie Fernandez

## #1 Best Seller in Lean Management

**The first and most comprehensive book on bringing the startup mindset into large organizations. Forget vague notions of creating an "innovative culture." This book reveals the methodologies, tools, and incentive structures guiding the world's largest organizations to reclaim their innovation prowess.**

Even in a tough economic climate, small startups have found ways to create innovative products in shockingly short timeframes. So why should larger, more established companies take notice? Because they have everything to gain when they examine and adopt the process, strategies, and mentality of high-growth startups. The guidelines in this book will help companies shake the lethargy, bureaucracy, and power struggles that plague large organizations.

Respected thought leaders in lean startup methodologies, Owens and Fernandez cover successful enterprise product development, establishment of innovation labs, and acquisition and integration of startups.

- Essential reading for product managers, directors, senior executives, and even board members of Fortune 2000 companies
- Presents the tools and methodologies large businesses need to compete with a new generation of highly-empowered startups
- Identifies the forces that stunt growth in large enterprises
- Offers a comprehensive approach for developing exciting products and opening vast new markets

Don't be mystified by the success of startups. Master the methods of this new era and compete on a level playing field.

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### Editorial Review

#### Review

"Presents a framework for companies to create an environment that empowers the greatest entrepreneurial talent to thrive inside the organization, retaining the greatest innovative minds and reaping the benefits of their greatest inventions."

**Brad Smith, Intuit President & CEO**

"Corporations who miss this book have their days numbered."

**Dave McClure, 500 Startups**

"Provides savvy insights on the organizational structures, systems, and processes that will maximize success odds with corporate entrepreneurship."

**Professor Thomas Eisenmann, Harvard Business School**

"New businesses aren't willed into existence by executives with brilliant ideas and big budgets. Incentives are everything in innovation and *The Lean Enterprise* sets the record straight."

**David Cohen, CEO Techstars**

#### From the Inside Flap

Opportunities and new markets appear unpredictably, and reacting to them quickly and aggressively is more important than ever for large enterprises. The monolithic nature of the enterprise, however, is quite often directly at odds with the notions of innovation and the lean methodology. For the leaders of such enterprises, a complete rethinking of strategy is in order.

Enter *The Lean Enterprise*, which provides enterprise leaders a detailed examination of the motivations that drive innovative individuals and the support structures they need to deliver breakthrough products and services within an enterprise context. More notably, the book points out examples of the many failures of corporate leadership to empower the very innovators within their walls. Spectacularly successful startups, such as Twitter, Pinterest, and Instagram were founded after corporate employees became fed up with the stifling nature of corporate bureaucracy and decided it was easier, and more profitable, to venture out on their own.

Authors and Lean Startup experts Trevor Owens and Obie Fernandez will take you through methods, time tables, compensation, and financial investment related to successful enterprise innovation. They discuss the limitations of traditional innovation structures including skunk works, innovation labs, and entrepreneurship programs while introducing their own solution—the innovation colony. These concepts are illustrated further through a series of case studies and interviews that indicate real-world examples within large enterprises.

With the largest organizations in the world taking note of the obvious advantages of the lean approach, it is only a matter of time before enterprises level the innovation playing field. *The Lean Enterprise: How Corporations Can Innovate Like Startups* shows you how to unlock the hidden potential within your organization, today.

From the Back Cover

The age of the traditional enterprise is over. Tiny, highly innovative, and daring startups rule the headlines and the financial bottom lines of the business world. With markets emerging seemingly from nowhere and no room whatsoever for "second place," speed is the only advantage in this new landscape. Adopting a lean approach more often associated with small startups may be the saving grace for the enterprise, but corporate leaders will have to quickly and energetically embrace this new paradigm to re-level the playing field.

*The Lean Enterprise: How Corporations Can Innovate Like Startups* takes an in-depth look at the methodologies, tools, development strategies, and incentive structures that are helping to guide some of the world's largest organizations to reclaim their innovation prowess.

Take an expert tour through the details of leading a lean enterprise--complete with case studies and interviews of successful innovators--to propel your organization to new frontiers in innovation.

## **Users Review**

### **From reader reviews:**

#### **Donald Taylor:**

This *The Lean Enterprise: How Corporations Can Innovate Like Startups* usually are reliable for you who want to be a successful person, why. The main reason of this *The Lean Enterprise: How Corporations Can Innovate Like Startups* can be among the great books you must have is definitely giving you more than just simple reading food but feed an individual with information that possibly will shock your prior knowledge. This book is definitely handy, you can bring it all over the place and whenever your conditions both in e-book and printed ones. Beside that this *The Lean Enterprise: How Corporations Can Innovate Like Startups* forcing you to have an enormous of experience like rich vocabulary, giving you trial of critical thinking that we understand it useful in your day task. So , let's have it appreciate reading.

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#### **Alan Castorena:**

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**Heather Vazquez:**

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