Creating Business Value with Lean Startup and Design-Impact Teams

Solving U.S. and global problems using lean startup techniques and design-impact teams for rapidly imagining, prototyping and building solutions to fuel economic growth.

The Current Situation

Every organization, regardless of size or maturity, must embrace the **lean startup approach**, which embeds **network-based collaboration** and **entrepreneurial thinking** to **accelerate innovation and transformative impacts**. For Federal agencies, the traditional means of acquiring, developing, and deploying products and services through hierarchical prime-sub contracting model are no longer effective, efficient or suitable, given advances in technology characterized by the **abundance, ubiquity and democratization of information**. Federal agencies are drowning in a rising sea of data, and the expectation and pressure to **deliver measurable results and meaningful change** has never been more pronounced. The digital age and proliferation of new platforms and devices has led to an **explosion of Big Data** that is becoming more complex, less accessible, and more difficult to analyze.

A New Approach

There are new ways to address these challenges that draw upon concepts of **design-thinking and rapid prototyping**. The key is to create, operate and leverage networks of teams comprised of subject matter experts who contribute thought leadership, professional services and technical solutions on a task-by-task basis. These agile ***design-impact teams*** are inherently efficient based on the rules of crowdsourcing, and given the diversity of perspectives, producing measurable benefits with real world impacts is a natural outcome. The drivers of such productive teaming is the flow of information, fueled by reliable, accessible, and consumable data.

The Data Dilemma

Organizations today face enormous challenges in navigating a data-rich environment in the pursuit of analytical excellence. These circumstances necessitate leveraging vital information assets to reveal business and mission insights. Establishing **Analytics Centers of Excellence** within organizations to define roles and responsibilities and coordinate activities and tasks among key stakeholders is no longer optional. With emphasis on statistical analysis, forecasting, optimization, and simulation, analytics provides results that are predictive and prescriptive. With the emergence of both internal and external data sources, **next-generation Big Data analytical platforms** – columnar structures, massively parallel processing and in-memory computing – permits analysis of **structured, semi-structured and unstructured data**.

A Proven Methodology

The *Design-Impact Program Manager* brings on-board pre-qualified practitioners representing the **diverse disciplines and points-of-view.** The team is created in a **right-sized, just-in-time** manner. Members exit when no longer needed, avoiding the cost and confusion of large, period-of-performance based task order teams. Team members work in isolation from distractions that draw their attention and waste time. Team activities are based on specific, measurable, achievable, realistic and time-bound goals. Teams are immersed in the **end-user experience** and scenarios enabled by their solutions; they are intentionally isolated from those invested in the status quo.

The application for such techniques and solutions spans across Federal agencies and industries with seemingly profound, endless possibilities — harnessing the creativity, ingenuity and practicality of agile design-impact teams.

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