

Embracing Change Using A Startup Mentality.

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A group of people in a meeting room. A woman in a grey hoodie is standing and presenting to a group of people seated around a table. The room has many framed pictures on the wall.

Iversoft.

10 years in business.

Mobile Apps. Web. Next Gen Tech.
Touchscreens. Digital Marketing.

150+ Apps. 10+ million downloads.



**What is a
startup?**

Startups are organizations
dedicated to **creating** something
new under conditions of
uncertainty.



- Guy Kawasaki

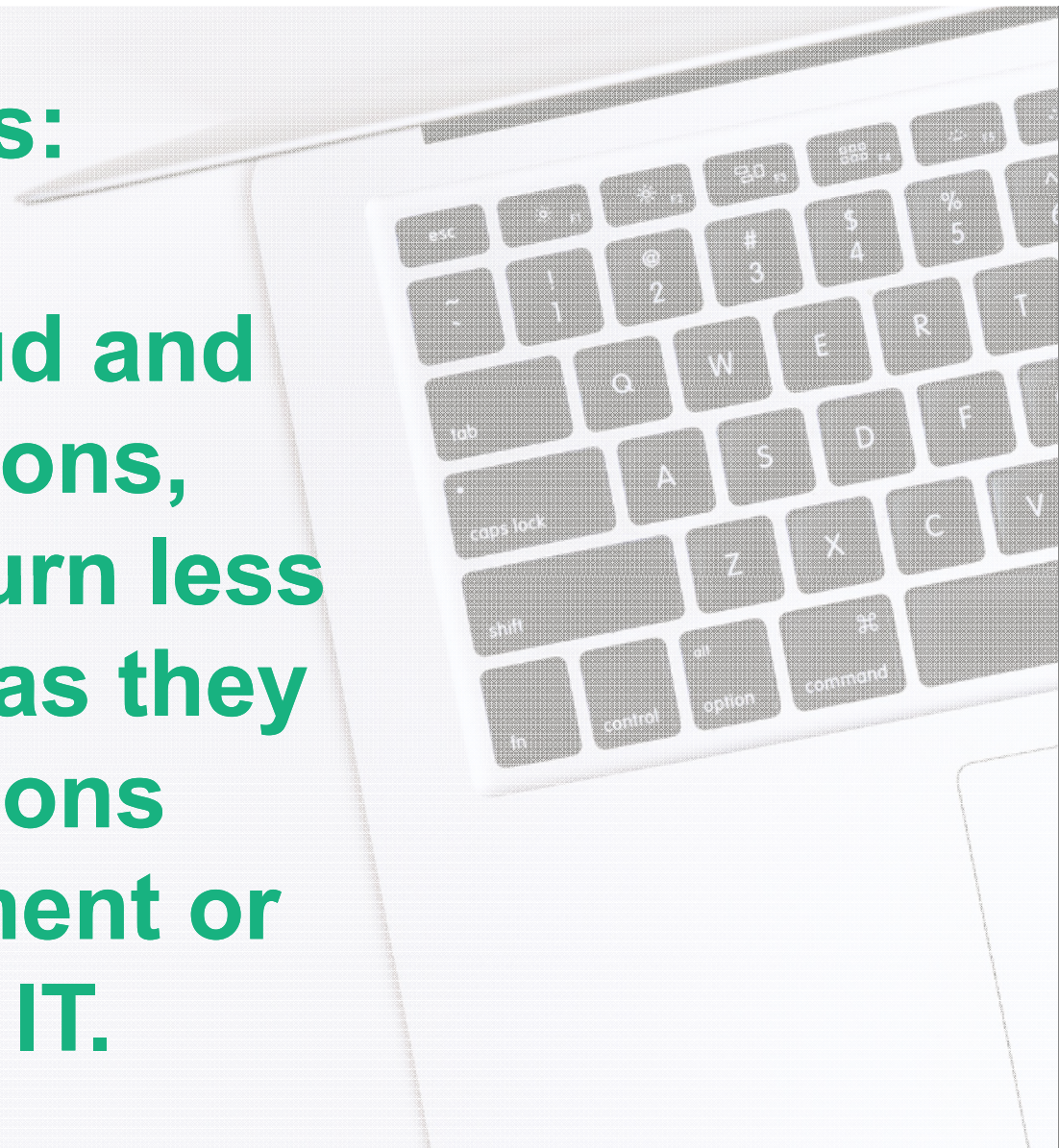
Gartner Predicts:

**By 2023, 50% of
government IT workers
will have roles that
don't exist today.**



Gartner Predicts:

With the rise of cloud and as-a-service solutions, business units may turn less to the IT department as they can acquire solutions without the involvement or the resources of IT.



**In today's world for both
organizations and
individuals to adapt,**

**Everyone needs to
be an **intrapreneur.****



An **intrapreneur**

promotes

innovation

within their

organization.





**1. Focus on Your Purpose
... And Your Impact**

2. Adopt The Beginner's Mindset

3. Lean Startup Thinking



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WHAT MAKES A SUCCESSFUL STARTUP TEAM?

Prior startup experience?

Product expertise?

Industry skills?

A hand-drawn business plan on a whiteboard. The drawing includes a central lightbulb, a dollar sign, a search bar, a bar chart, a pie chart, a flowchart, and various arrows and icons representing business concepts. The word 'BUSINESS' is written in a circle. The background is a blurred image of a person's hands holding a pen and pointing at the whiteboard.

WHAT MAKES A SUCCESSFUL STARTUP TEAM?

SHARED

VISION



What problem are you solving?

How can you make an impact?



amazon

“What is
not going to
change?”



Technology is
not a purpose.



It's
about...peopl
e.



Looking beyond the books.





INDIVIDUAL TACTICS

- ✓ Figure out what problems matter most to you, and how you can make an impact
- ✓ Understand the end user



We need to solve

PROBLEM

for

WHO

because

PAIN POINT



MANAGER TACTICS

- ✓ Hire passion, not just technical skills
- ✓ Find ways to help your employees see their impact





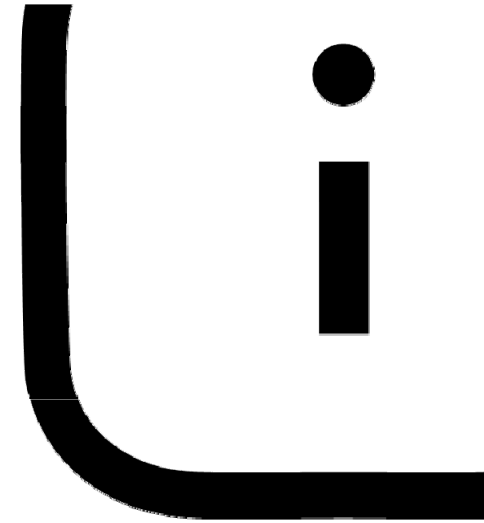
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In the **beginner's** mind there
are many **possibilities.**

In the expert's mind, there is only
one.



- Shunryu Suzuki

Author "Zen Mind, Beginner's Mind"



TECHNEWSWORLD


OPINION

MySpace Is a Natural Monopoly

By John Barrett
Jan 17, 2007 4:00 AM PT

[Print](#)
[Email](#)

Economics teaches that the market for some goods and services are "natural" monopolies.



Take telephone service, for example. A telephone service is only really valuable if any person with a phone can be connected to any other person with a phone. For this reason, the market will "naturally" coalesce around a single, monopoly provider unless the government



HOW YAHOO! WON THE SEARCH WARS

BY RANDALL E. STROSS

Once upon a time, Yahoo! was an Internet search site with mediocre technology. Now it has a market cap of \$2.8 billion. Some people say it's the next America Online.

Tech startups succeed, or crash, and pass their fate to the next generation of entrepreneurs. And so it goes with Yahoo!, the search engine and portal website that was founded by the university students David Filo and Jerry Yang in 1994. The company's success is a result of a combination of factors: a strong team, a clear vision, and a focus on user experience. The company's success is a result of a combination of factors: a strong team, a clear vision, and a focus on user experience.

“From a competitor perspective, the iPhone is nothing but a niche product.”
– Nokia CEO, 2007



What you have learned to be true today may be proven wrong tomorrow.



Einstellung Effect

When we have already used a solution to a particular challenge, we are more likely to keep applying the same approach even if a simpler or more effective solution exists.

= “the negative effect of previous experience when solving new problems.”



INDIVIDUAL TACTICS

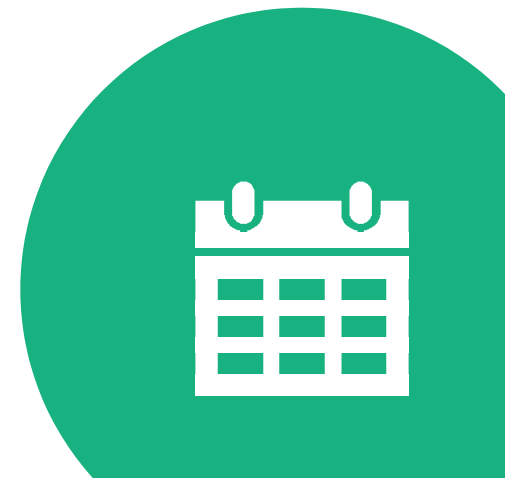
- ✓ Relentlessly seek out diverse perspectives, experiences, and solutions.
- ✓ Discover the third way



Habits Start Now!

1. Open up your smartphone's calendar
2. Create a new reminder, each Monday:

How will I expose myself to a new perspective or idea this week?



Weekly Learning Resources:

- Daily reading, podcasts, Online courses
Websites: Apolitical.co, TechCrunch, Betakit *Apps:* Pocket, Coursera
Podcasts: Spark, I'll Go First
- Community events
Impact AI, AccelerateOTT, Geolgnite, Tech Tuesdays, IoT613, ProductHunt
IEEE Ottawa Lunch & Learns
- Biweekly coffee meeting with someone new

What resources do you recommend?

Share your ideas! #PDW2019

@Iversoft





MANAGER TACTICS

- ✓ Create a culture that celebrates growth
- ✓ Divergence / convergence
- ✓ Sandbox programs for employees



Iversoft's Sandbox

FROM THE EMPLOYEE:
Program

IDEA



**SUBMIT A
PROPOSAL**



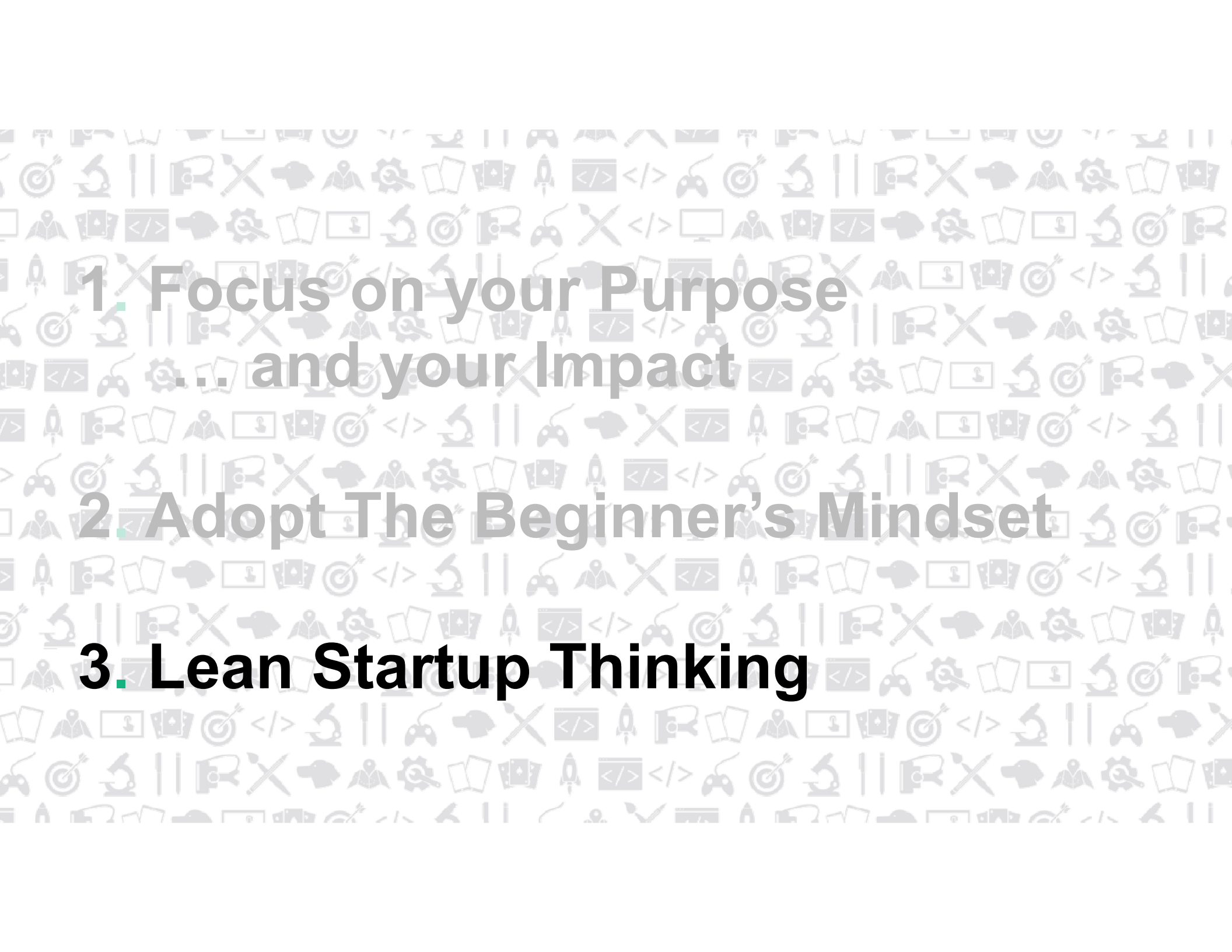
**SCOPE OUT
THE EFFORT**



**ALLOCAT
E TIME**

**SHARE
FINDINGS**

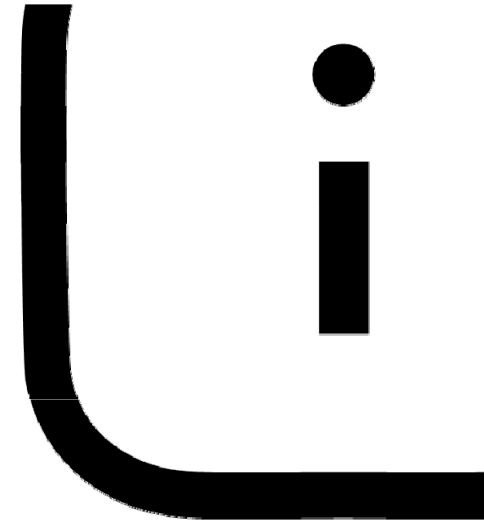




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**Business plans rarely
survive first contact with
customers.**

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-Steve Blank

Silicon Valley Entrepreneur

The Lean Startup Methodology

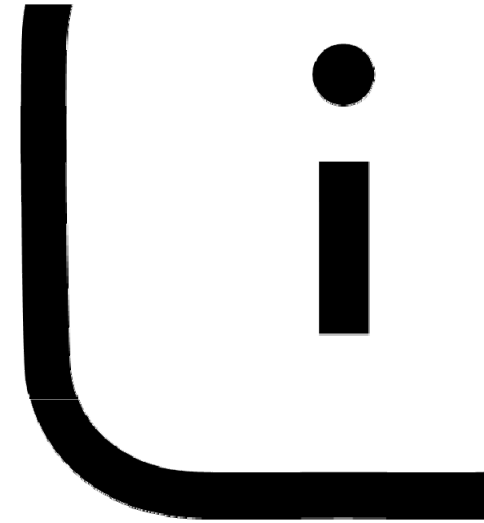
Goals:

- **Eliminate uncertainty**
- **Learn directly from customers to determine direction**
- **Adapt quicker through smaller iterations**

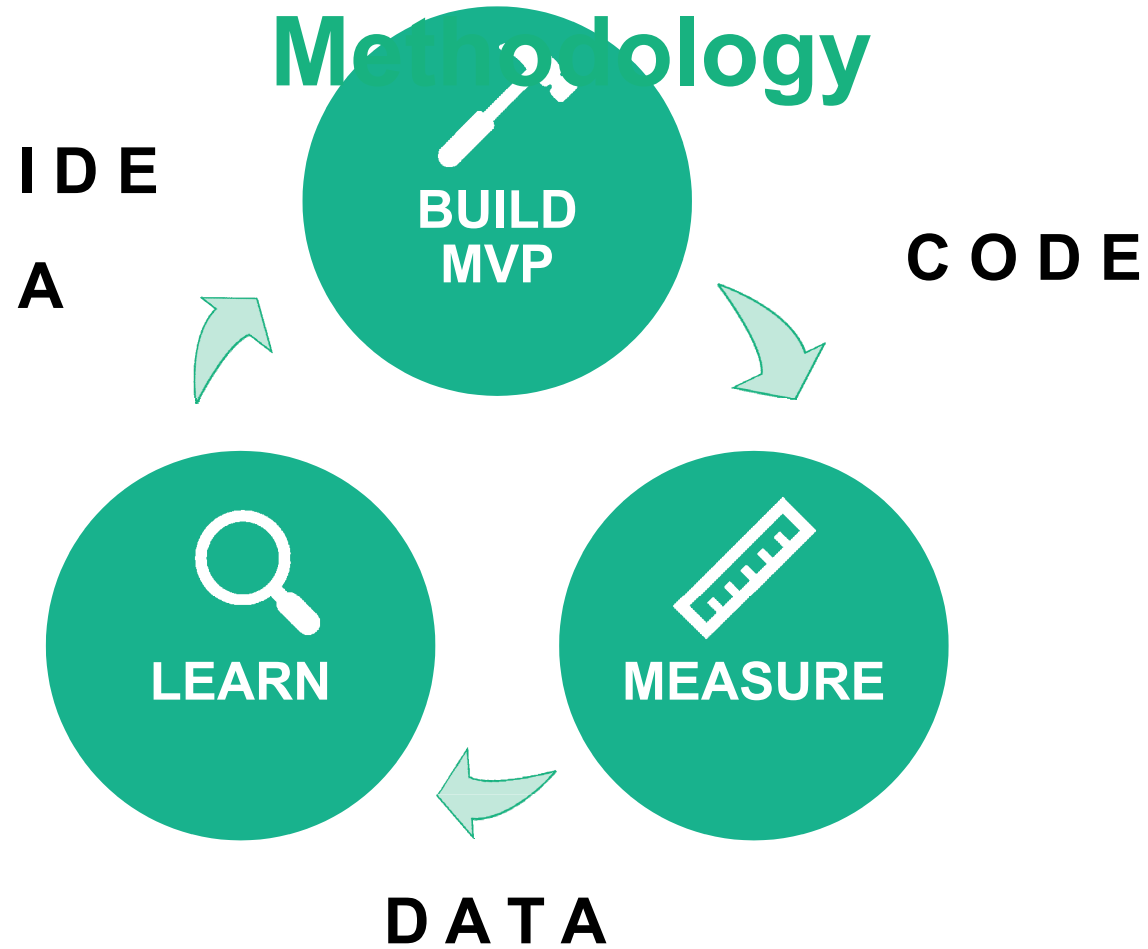
Want to increase **innovation**?
Lower the cost of **failure**.

- Joi Ito

Director, MIT Media Lab



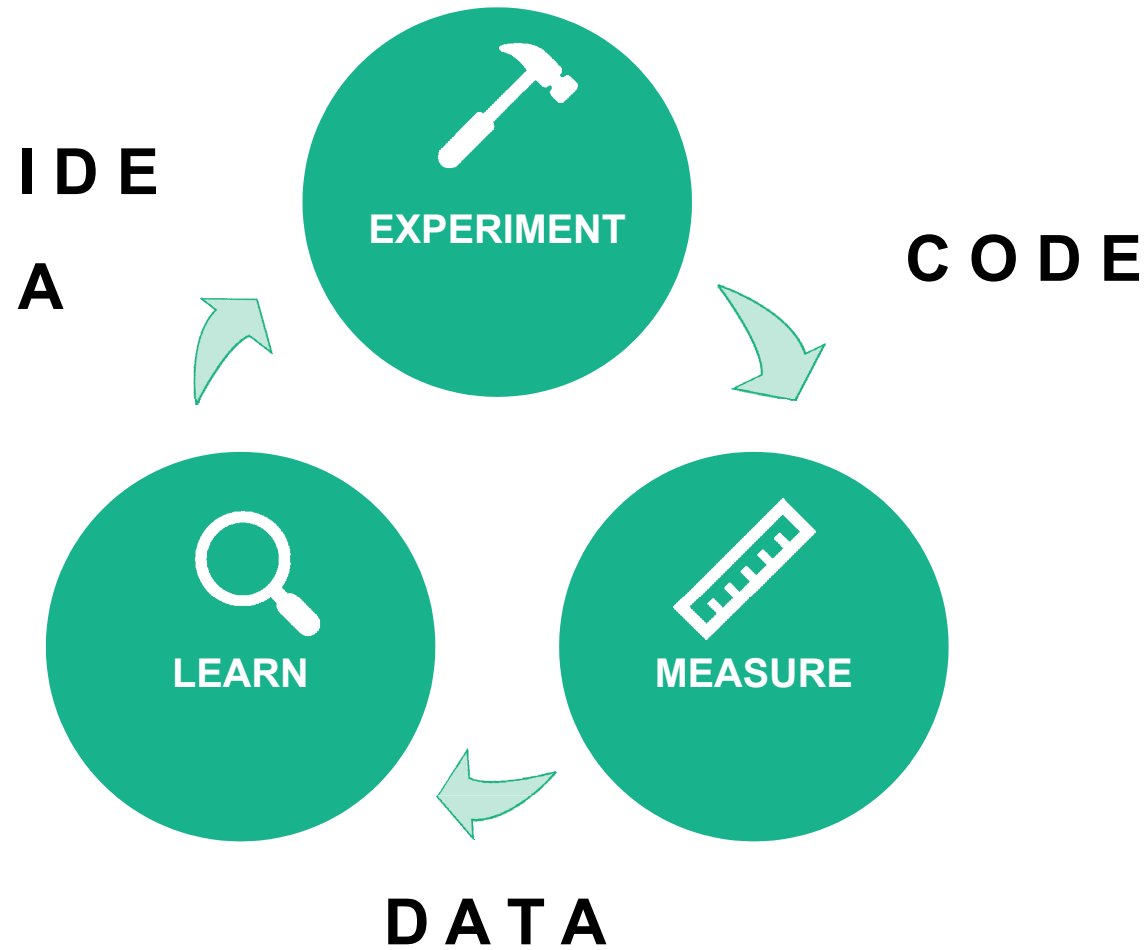
The Lean Startup Methodology



Lean Startup: Key Principles

- **Start with a minimal viable product / solution**
- **Separate assumptions and facts + test the assumptions**
- **Experimentation over elaborate planning**
- **Customer feedback over intuition**
- **Data-based decision making**

Lean Startup Thinking



A wooden desk is covered with various items related to learning and iteration. In the center, there are several sheets of paper, some with printed text and others with handwritten notes. A spiral notebook is open on the left, with a pair of glasses resting on it. A red pen, a black pen, and a green marker are scattered around. To the right, there are several colorful sticky notes (yellow, blue, pink) with handwritten notes. A glass of water is visible on the right side. The overall scene suggests a workspace where ideas are being explored and refined through iteration.

Start Small

Learn

Iterate



♥ Save to Wish List



Avalon Coastal Retreat

Tasman Hwy, Rocky Hills, TAS 7190, Australia

- Domestic Trips
- Purple Places
- Vacation Places
- Dream Homes

Result:

- Engagement rose 30%
- Utilitarian to aspirational
- Now 45% of users use Wish List feature



INDIVIDUAL TACTICS

- ✓ Prioritize! Identify small areas of improvement that will have the greatest impact
- ✓ Look for ways to experiment and test your assumptions.





MANAGER TACTICS

- ✓ Encourage employees to come forth with better solutions to try, and test them.
- ✓ Ask your team the question every week: is there a process that can be improved?





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1. What is the problem you're solving and how can you make it better?

2. What are you going to do next week to keep learning?

3. What small experiment can you propose to your team in June?

Questions? Comments? Let's Discuss!



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