



2 HOUR WORKSHOP

INNOVATION METRICS

TESTIMONIALS

"Andy has a great energy, that together with his know-how, always creates really good workshops for us."

Niklas Gustafsson, Program Manager at KTH Executive Education

" Andy recently delivered a very engaging workshop at Impact Hub Stockholm. He's not only a true expert in his field, but also a gifted public speaker! "

Funda Sezgi, Program Manager at Impact Hub Stockholm

More at www.leanventures.se



GOALS FOR THE 2 HOURS

- Introduction to **OKRs** (Objectives & Key Results) and how you can **measure innovation** in your company.
- How and why **innovation metrics** are different from **traditional metrics**.
- Why **measuring** what you do is **key to innovation**.
- How to differentiate between **vanity** and **actionable** metrics.



ABOUT LEAN VENTURES

Lean Ventures specializes in working with large companies to **search for and develop new business models and revenue streams**.

We provide proven tools and apply the mindset and methodologies of **Lean Startup** and **Design Thinking** to **reduce the risk and time to introduce new products and services to the market**.



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