



# Blueprinting Advanced Skills Workshop

Open to all who have completed core New Product Blueprinting training



## 2-Day Agenda

### Day 1 of 2

Start	Hr:Min	Type	Module or Exercise	Overview / What's New*?
8:30 AM	0:15		Introductions	
8:45 AM	0:45	Lecture	Our goal: front-end commercial certainty	Science of B2B Customer Insight, <b>Certainty Time Machine</b>
9:30 AM	0:15	Lecture	Mastering cloud-enabled Blueprinter 5.0	<b>New software interface, features &amp; Discovery Noteboard</b>
9:45 AM	0:45	Exercise	Blueprinter 5.0 practice & debrief	<b>Individual practice in navigating and using Blueprinter 5.0</b>
10:30 AM	0:20		Break	
10:50 AM	0:25	Lecture	Crafting concise Outcome Statements	Review, <b>OSUM outcomes, how to clarify "fuzzy" outcomes</b>
11:15 AM	0:45	Exercise	Practice creating Outcome Statements	<b>Individual "Diverge-Converge" outcome creation practice</b>
12:00 PM	1:00		Lunch	<b>Last 15 min: (optional) intro to LaunchStar product launch</b>
1:00 PM	0:10	Lecture	Managing Outcome Statements in BP 5.0	<b>Using new features in Blueprinter 5.0 sticky notes</b>
1:10 PM	1:00	Exercise	Role-play creating Outcome Statements	<b>Diverge-Converge and software practice during interviews</b>
2:10 PM	0:20	Lecture	Convincing reluctant interviewees	Job aids, <b>phone prompts in Blueprinter 5.0, Trust Equation</b>
2:30 PM	0:45	Exercise	Role-play interview phone set-up	<b>Supplier-customer pairs role-play set-up phone calls</b>
3:15 PM	0:20		Break	
3:35 PM	0:30	Lecture	Interviewing in unfamiliar markets	<b>Managing uncertainty, FAQs Map, Consumption Chain</b>
4:05 PM	0:15	Lecture	Probing for deeper Discovery insights	'What & Why' probing for deeper understanding
4:20 PM	1:00	Exercise	Role-play interview using "What & Why"	Timed 'What & Why' probing during Discovery interviews
5:20 PM	0:10		Recap & plans for tomorrow	
5:30 PM			Close	

### Day 2 of 2

8:30 AM	0:15		Intro & review	
8:45 AM	0:15	Lecture	The SALT method of probing	<b>SALT for 'What' probing (Senses, Actors, Location, Timing)</b>
9:00 AM	0:40	Exercise	In-class SALT method role-playing	<b>Practice using multiple SALT's on 12 customer outcomes</b>
9:40 AM	0:20	Lecture	Getting the most out of Trigger Maps	<b>Displaying Triggers in Blueprinter 5.0, Universal Job Map</b>
10:00 AM	0:20		Break	
10:20 AM	0:45	Exercise	Create a Job Map for box filling	<b>Use case study to create a Job Map of Amazon fulfillment</b>
11:05 AM	0:10	Lecture	Debriefing for high-quality Discovery	Review Debriefing Checklist Job Aid
11:15 AM	0:45	Exercise	Upgrading a finished Discovery interview	<b>Simulate post-interview debrief to clean up Discovery sheet</b>
12:00 PM	0:45		Lunch	<b>Last 15 min: (optional) intro to Blue Belt &amp; Black Belt</b>
12:45 PM	0:15	Lecture	Finding and recording insights from tours	Review AMUSE, <b>Blueprinter 5.0 to create process maps</b>
1:00 PM	0:45	Exercise	Recording a customer tour in Blueprinter 5.0	<b>Select 1 of 3 videos; observe process and create map</b>
1:45 PM	0:30	Lecture	Preference interview prepwork	Review, <b>exporting Discovery from Blueprinter 5.0 to 4.0</b>
2:15 PM	0:15	Lecture	Creating winning product designs	Review Step 5 charts, <b>demo how to sub-segment markets</b>
2:30 PM	0:15		Break	
2:45 PM	0:20	Exercise	Create a product strategy (Acme simulation)	<b>Individual practice using SuperSort to sub-segment markets</b>
3:05 PM	0:20	Exercise	Create a product design (Acme simulation)	<b>Practice creating new design &amp; multi-generation roadmap</b>
3:25 PM	0:20	Lecture	Building a strong business case	<b>Six best practices for Business Cases</b>
3:45 PM	0:15	Lecture	Next steps	
4:00 PM			Close	

\* "New" items are not covered in core Blueprinting training. (Exception: Blueprinter 5.0 was introduced into core training beginning mid-2015)