

Whitepaper

Bring your ideas to life in just five days

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What.

A guide to bringing your digital ideas to life in just five days.

Why.

Technology today is faster and smarter than ever before. By bringing your idea to life in just five days, for you to see, for your users to test, you can take it to the market faster than your competitors.

Who.

Technology executives and professionals, including CTOs, CDOs, and Directors of Innovation.

From.

This guide was prepared by Rainmaker Solutions, a leader in business and digital transformation for the public and private sectors.

How can Rainmaker help?

Rainmaker can help you get a great digital prototype in your hands in just five days:

Lightning Sprint

- Understand the problem
- Sketch competing solutions
- Decide on the best solution
- Build a realistic prototype
- Validate with target customers

Rainmaker also offers:

- True digital transformation
- Cutting edge digital products and services
- Platforms for change
- Technology and business resourcing

1 Introduction

How to secure your long-term success

This guide is all about your 'What'. What do you actually need to do to make a difference in your business?

It's funny, isn't it? Companies spend countless hours and countless billions every year on strategy. But execution is what makes the real difference.

The reason why industries are being disrupted faster than ever before is because new entrants can test, learn and improve faster than ever before. Think about it: how long would it take to test a new retail store? Compared to a new e-Commerce website?

So this guide is about making things happen. About getting information quickly, so you can take good decisions. About building a culture to keep improving. That way you can ensure your business thrives and you leave a legacy you're proud of.

Disrupt, innovate, and accelerate your growth.



John Lewis offline and online: both sell the same products, but which would you start today?

2 Focus on customers

How to build a customer-focused organisation

Why is it that so many great ideas fail to deliver? And what can you do to avoid getting stuck in a vicious cycle of change programmes?

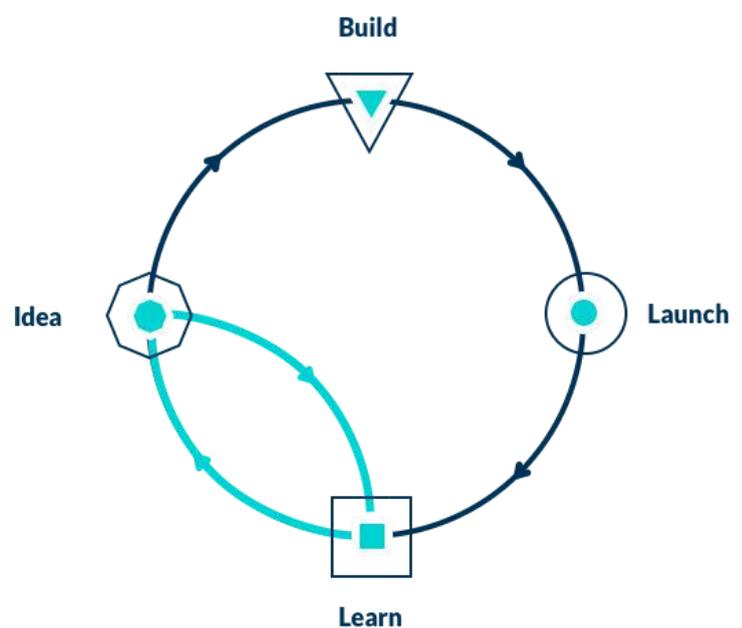
With every project or programme there are three stages: developing the idea, building it and launching it. Once it's launched, we can learn if it was worthwhile. What great organisations do differently in a digital age is to think about how to make this happen better, cheaper and faster.

That means breaking down organisational silos, building multi-disciplinary teams and focusing those teams on one project at a time to deliver more value to the customer. Then rather than taking months, or even years, to launch a minimal product and get feedback, you can turbo-charge the decision making cycle.

This is the polar opposite of the traditional organisational design where you have HR, Finance, Sales, Marketing, IT and so on, barely speaking to each other on several, often competing, projects with vague, uninspiring objectives.

This is a big leap. So start small, prove the approach and then build it out. That's the Rainmaker approach: transformation one step at a time.

Once you try it, you won't look back.



The key to disruption: go from idea to learn - continuously - faster than your competition.

3 Bring your ideas to life in just five days

Answer critical business questions through design, prototyping, and testing ideas with customers

How do organisations like Google, Facebook, Netflix and Amazon get things done faster?

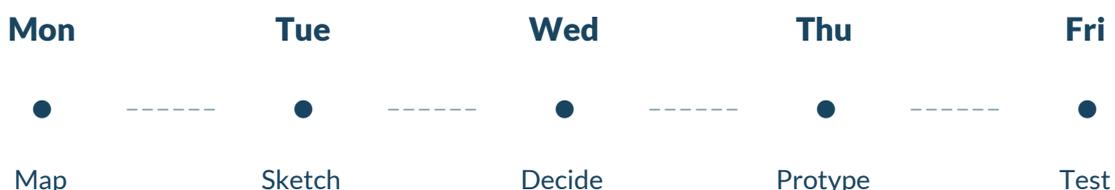
Why do other organisations waste years developing business cases while their competition is already executing?

Thanks to prototyping tools like InVision, you can now test ideas that look lifelike fast, without having to invest in developing and building a minimal product first.

Google Ventures (GV), the venture capital firm within Alphabet, Google’s parent company, which invests in high-potential start-ups, found many of their portfolio companies were crippled by this same analysis paralysis. So Jake Knapp, a GV designer, set himself a challenge: how could he help companies solve this in just one week?

He called the answer a ‘Design Sprint’. A five-day structured process to take a company from no idea to a life-like product they can test with real customers. It’s now helped organisations like Slack, Medium and even the British Museum speed up the idea-make-launch cycle. At Rainmaker we’ve adapted this approach and applied it successfully to transformation projects in both the public and private sectors.

We call this a ‘Lightning Sprint’. Ideal if you’re looking to make hard things happen.



The Google Ventures sprint process: How to solve big problems and test new ideas in just five days

4 Run your own Lightning Sprint

How to test and learn from your ideas faster

Our Lightning Sprints are based on proven behavioural science to help build a habit of rapid delivery. This feedback loop ensures you'll see results fast, either good or bad, so that you can fail fast or continuously improve.

- **Monday**
Working together, we'll map out the problem we need to solve.
- **Tuesday**
We'll sketch out competing solutions on paper.
- **Wednesday**
Together we decide on the best way to solve the problem and build a storyboard.
- **Thursday**
We'll transfer the storyboard into a low-resolution prototype.
- **Friday**
We test the prototype with real live users, customers and / or employees.

Together, we short-circuit what normally takes months into just five days.



5 Conclusion

Because the ability to take customer-focused decisions quickly is so critical to the ongoing success of an organisation, Lightning Sprints should become the normal way of doing business.

In reality, they rarely are. And that's good news.

With so few competitors running their own sprints, you have a great opportunity to benefit and gain a meaningful competitive advantage.

You can be the one who pushes your idea forward, tests it with customers, and decides whether it is right, without wasting time building and launching a minimal product or service.

You can be the one who moves your team to an approach which speeds up the cycle from idea to actual execution, from idea to realisation. An approach that is repeatable, from project to project.

We're here to help you make that a reality.

The Rainmaker Team

For more information visit our [Lightning Lab](#), call us on **+44 (0) 330 223 4407** or email us at hello@rainmaker.solutions

6 About Rainmaker

Rainmaker Solutions is an independent, business and digital transformation specialist, with offices in London, Johannesburg and San Francisco.

Working collaboratively, at the heart of the most challenging projects, Rainmaker helps organisations transform for the digital age by using its world-leading methodology to plan, implement, and embed lasting change.

Founded in 2010, Rainmaker has delivered exceptional results for clients including Amazon, Cambridge University Hospitals, Credit Suisse, Croydon Council, Department for International Trade, Direct Line Group, EBRD, the Food Standards Agency, HS2, Newham Council and Ofsted among others.



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