

Steve Blank

Father of Modern Entrepreneurship

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Topics

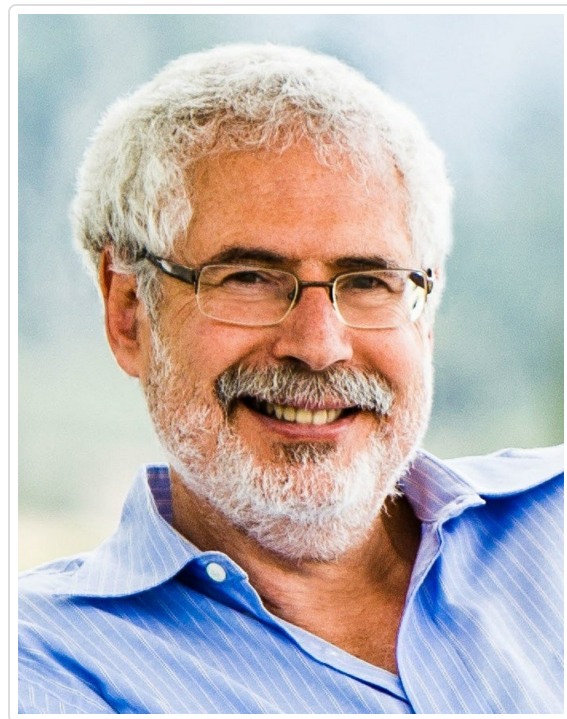
- Change Management / Organizational Change
- Entrepreneur
- Innovation / Creativity
- Technology / Alternate Technology
- Thought Leader

About Steve Blank

Steve Blank electrifies corporate audiences with actionable tips for how to drive continuous innovation sharing the same battle-tested processes that Lean Startups use to achieve success.

Steve is the co-inventor of the Lean Startup movement, a serial entrepreneur-turned-best selling author and educator who has changed the way startups are built, how entrepreneurship is taught, and how big companies and the U.S. government innovate. He is the author of the startup bibles [The Four Steps to the Epiphany](#) and [The Startup Owner's Manual](#), books that entrepreneurs of all stripes rely on to build successful ventures and corporate and government organizations use to deal with disruption. His Harvard Business Review cover story, [Why the Lean Startup Changes Everything](#), explained how companies could use the Lean Startup to implement innovation at speed.

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"Best Fireside Chat we've ever heard. My company learned a lot about dealing with disruption. We made changes right after the conference." — CEO Fortune 1000 Company

"Steve Really Helped Define the Role of Chief Innovation Officer and how to think about an innovation pipeline." — Chief Innovation Officer Fortune 1000 Company

Steve's dynamic presentations draw standing-room crowds at startup conferences, corporate meetings, university commencements and similar events, where he offers insight on such topics as:

- **Innovation @50x – Moving Companies at Startup Speeds:** How big companies can use Lean Startup techniques and processes to remain innovative
- **Dealing With Disruption:** How culture, process and people need to adapt and adopt in the world of continuous disruption.
- **Entrepreneurship vs. Innovation: What is the Difference and Why Does it Matter?** Steve explains why innovation inside an existing company or the government is different from building a startup, highlighting the different tools and mindsets needed to be a successful innovator or entrepreneur
- **Harnessing Your R&D Department:** How every federal research agency adopted Lean Startup methods to commercialize science – 1,500 teams of our best scientists and counting – and learn how your company can as well.
- **Creating an Entrepreneurial Ecosystem:** Silicon Valley's role as an entrepreneurial powerhouse has its roots in the Cold War, not a Palo Alto garage. Steve explains how the Silicon Valley came to be and how you can create an entrepreneurial ecosystem in your region.

Select Keynotes

- **Hacking for Defense: Making the World a Safer Place**

In a crisis, national security initiatives move at the speed of a startup, yet in peacetime they default to decades-long acquisition and procurement cycles. Startups, on the other hand, operate with continual speed and urgency 24/7. Over the last few years they've learned how to be fast and extremely efficient with resources and time using Lean Startup methodologies. A new class at Stanford Hacking for Defense, was created by Steve Blank, father of the Lean Startup movement. The class connects the Department of Defense and intelligence community with Silicon Valley innovation culture mindset. In this fireside chat, Steve will explain why and how the class was developed and discuss what the

pilot class did and learned and how the class: –helps the U.S. protect the homeland and Americans around the world –prevents the need to put military in harm's way and then do everything we can to keep them safe once they are –creates a new model for national service

- **Innovation@50x - Moving companies at Startup Speeds**

Why do startups seem to move like a blur to incumbents? Why is it that startups find new markets and create new opportunities while large companies seem to take forever to make decisions? Steve Blank, father of the Lean Startup movement, discusses the lessons can large companies take from the Lean Startup movement - and how large companies move Innovation @ 50X.

- **The Future of Startups is Lean**

Steve Blank, creator of the Lean Startup movement, discusses what inspired the Lean Startup methodology, how and why it works, and how it has changed the way successful startups are built.

- **The Secret History of Silicon Valley**

Today, Silicon Valley is known around the world as a fount of technology innovation and development fueled by private venture capital and peopled by fabled entrepreneurs. But it wasn't always so. Unbeknownst to even seasoned inhabitants, today's Silicon Valley had its start in government secrecy and wartime urgency. In this lecture, renowned serial entrepreneur Steve Blank presents how the roots of Silicon Valley sprang not from the later development of the silicon semiconductor but instead from the earlier technology duel over the skies of Germany and secret efforts around (and over) the Soviet Union. World War II, the Cold War and one Stanford professor set the stage for the creation and explosive growth of entrepreneurship in Silicon Valley. The world was forever changed when the Defense Department, CIA and the National Security Agency acted like today's venture capitalists funding this first wave of entrepreneurship. Steve shows how these groundbreaking early advances led up to the high-octane, venture capital fueled Silicon Valley we know today.

Select Book Titles

- **2012:** The Startup Owner's Manual
- **2003:** The Four Steps to the Epiphany

Select Articles

- [Why the Lean Startup Changes Everything](#)

As Lean Startup practices spread, they're turning the conventional wisdom about entrepreneurship on its head. New ventures of all kinds are attempting to improve their chances of success by following its principles of failing fast and continually learning. And despite the methodology's name, in the long term some of its biggest payoffs may be gained by the large companies that embrace it.

- [Why GE's Jeff Immelt Lost His Job: Disruption and Activist Investors](#)

"John Flannery, the leader of General Electric for just 2½ months, has already begun dismantling the legacy of his predecessor..." Flannery has pledged to unload \$20 billion of GE businesses in the next two years. "We need to make some major changes with urgency and a depth of purpose. Everything is on the table."

- [When Founders Go Too Far](#)

Uber, Zenefits, Tanium, Lending Club CEOs of companies with billion dollar market caps have been in the news – and not in a good way. This seems to be occurring more and more. Why do these founders get to stay around? Because the balance of power has dramatically shifted from investors to founders. Here's why it generates bad CEO behavior.