

A Startup Called You Workshop (1 day)

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Title

A Startup Called You:

Investing in an entrepreneurial mindset to take control of your career

Workshop Description

Want to take control of your career or start your own business? Or want to transition into an entirely new industry but don't know how?

This one (1) day workshop will help you learn how to apply entrepreneurial strategies to your career, by investing in yourself. You will learn how to develop a "Start-up of You" skillset enabling you to:

- Create your own personal business model canvas
- Adapt your career plans as you change, the people around you change and industries change
- Develop a competitive advantage to win the best jobs and opportunities
- Strengthen your professional network
- Take proactive risks to become more resilient to industry downturns
- Tap your network for information and intelligence that help you make smarter decisions

**Next course Friday 15th December
Places are limited - enrol now!**

Target Audience

Career accelerators, career changers, graduates. Anyone wanting to transform their career.

Register now at <http://www.innovately.com.au> or email info@innovately.com.au

Presenter(s)

Dr Ashley Aitken

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Ashley is an entrepreneur, innovator, academic and IT professional. He is a principal at Innovately and the CEO and cofounder of Acavista, which offers totally flexible and industry relevant higher education to experienced learners. He has extensive experience in the application of Lean Startup and Customer Development principles and practices, and has been trained by Steve Blank (the creator of Customer Development). He also runs the weekly Lean Startup Perth Meetup.

Dr Gillian Hatt

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Gillian is the co-founder of Innovately, Acavista and the Lean Startup Perth Meetup Group. Focused on empowering entrepreneurs on their commercialisation journey, Gillian has had a lifelong passion for assisting people through education. Her background as an academic and sociologist greatly enhances her customer development and entrepreneurial mindset skills.

About Innovately

Innovately Pty Ltd
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Overview

Innovately is a consulting, professional training, and coaching company that helps organisations of all sizes, in all sectors, and at all stages in their development (including, but not limited to, startups) to commercialise innovation using Lean Startup and Customer Development techniques.

Innovately has been investigating and applying the Lean Startup approach with Customer Development principles and practices since 2010. Its founders have also been running the weekly Lean Startup Perth Meetup Group since 2013.

Products and Services

Innovately offers a suite of services and products around lean commercialisation using Lean Startup (Eric Ries) and Customer Development (Steve Blank) principles and practices:

Lean Commercialisation Seminar is a free one hour presentation introducing Lean Startup with Customer Development for Lean Commercialisation to innovation managers and other stakeholders.

Lean Commercialisation Course is a paid intensive course on Lean Startup with Customer Development, designed to get all stakeholders very quickly up to speed with Lean Commercialisation.

Lean Commercialisation Accelerator is an accelerator programme that runs weekly sessions over an extended period (at least 3 months) to reinforce and put in practice Lean Commercialisation.

Lean Commercialisation Practice is a paid group for individuals committed to Lean Commercialisation that meets fortnightly to drive forward lean commercialisation within their organisation or startup.

Lean Commercialisation Consulting and Coaching is intensive custom training and/or ongoing mentoring and coaching for staff in the use and practice of Lean Commercialisation.

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