



Up-and-coming 'innovation agency', AJ&Smart launch Design Sprint Masterclass with Sprint creator, Jake Knapp.

Why now is the time to get acquainted with the latest tech methodology taking that's taking Silicon Valley by storm.

BERLIN, BERLIN, GERMANY, August 21, 2018 /EINPresswire.com/ -- From Silicon Valley giants, to start-ups and billionaires alike, the Design Sprint is now relied upon to solve problems, launch new products, and make companies better, and now the process can be learned online in just one weekend, as Jake Knapp and [AJ&Smart](#) proudly launch a new online course.

Today, Berlin-based AJ&Smart & bestselling author Jake Knapp officially announce their collaboration on the most comprehensive online course about the Design Sprint, promising to take participants from novice to Sprint-ready in just one weekend.

The Design Sprint is a process for solving big (mostly product-related) problems significantly faster, in teams. The process was created by Jake Knapp in 2010 while working at Google where, alongside his team, he spent around 5 years improving and refining it while working on products like Chrome and Search, and later he'd bring the process to Google Ventures. Jake then went on to write 'Sprint', which would become a NY Times bestseller and inspire thousands of teams around the world to start adopting the process.

In short, the process condenses months, or even years, of work down to just 5 days. After the release of Sprint, the team at AJ&Smart became a first adopter of the process and shifted from traditional agency work to a sole focus on the Design Sprint. They've trained everyone from the likes of Google & LEGO, to some of the world's largest banking groups since then.

Knapp first teamed up to run Design Sprint trainings with AJ&Smart in 2017. "I'd read about their work and was excited by the way they thought about process and improved their version of the Design Sprint and make it easier to run and more effective for big companies. Once we started working together, I was super impressed. They're energetic, fun, and also excellent teachers."

That brings us to the Masterclass. "People have been asking for a video course for a long time, but I'd been reluctant to do it... it's a lot of work to create such a thing, and hard to get it right. But once Jonathan showed me what he and his team were working on, I thought 'this is it!' The AJ&Smart course was entertaining and educational and I wanted to get involved."

"It's been amazing to see the adoption of the Design Sprint. The book has only been out since 2016, but already it's spreading from startups to larger companies and even government agencies and non-profits. I get the feeling this is just the beginning, and I'm excited to see what will happen as even more people learn the process and start implementing it in their work. It's just such a powerful way to focus attention on what really matters at work." Continues Knapp.

On the collaboration AJ&Smart's CEO, Jonathan Courtney exclaims, "we love working with Jake and our community couldn't be happier to see us bring something like this to them. We generally put all our secrets out there for free - If you go on our YouTube channel you'll see that there are hundreds of hours of material on there, where we basically share how we do things at

AJ&Smart. The course was created because we had a lot of people asking us to provide an immersive step-by-step guide to the whole Sprint process, so we basically stopped nearly everything we were doing at the company and made exactly that for people”

AJ&Smart & Jake Knapp’s [Design Sprint Masterclass](#) is available now, and includes over 55 lessons and all the resources the AJ&Smart team use when running a Design Sprint with a client, including slide decks and result delivery templates.

Editor’s notes:

-For comments, and/or interview requests please contact Laura Faint: laura@ajsmart.com

-Our [Press Kit \(inc images\) is here](#). For other images please contact laura@ajsmart.com

-AJ&Smart’s YouTube channel can be found here

(https://www.youtube.com/channel/UCeB_OpLspKJGiKv1CYkWFFw) and Jonathan & Jake Knapp

host a podcast together, called The Product Breakfast club which can be found here

(<https://www.productbreakfastclub.com/>)

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