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When it comes to any type of media, many organizations and individuals are stuck in old patterns without exploring and testing different possibilities. Ian Lamont in LEAN MEDIA explores the disruptions in the world's media, and then teaches three key principles: reduce waste, understand audiences and focus creativity.

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If you run a media business, Lean Media can help you optimize teams, streamline decision-making, and increase audience engagement. Lean Media can also inform creative and business leaders about how to pivot a media project in a new direction or alternate format, or when to abandon projects that simply aren't working out.

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Packed with examples as diverse as The Simpsons, Led Zeppelin, Minecraft, and more, LEAN MEDIA outlines the framework for producing high-quality media on time and on budget. If you create media, the Lean Media framework provides the tools and know-how to develop media that clicks with audiences.

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Whether you work on a large team or are a solo creator, the framework can help you iteratively develop great media, informed by audience input and with a minimum of bureaucratic overhead.

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They are often the result of innovative creators working on small, well-balanced teams and paying close attention to the needs of audiences. The Lean Media framework outlines how people who produce media can reduce wasteful practices and work with beta readers, focus groups, and other types of test audiences to inform the development

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