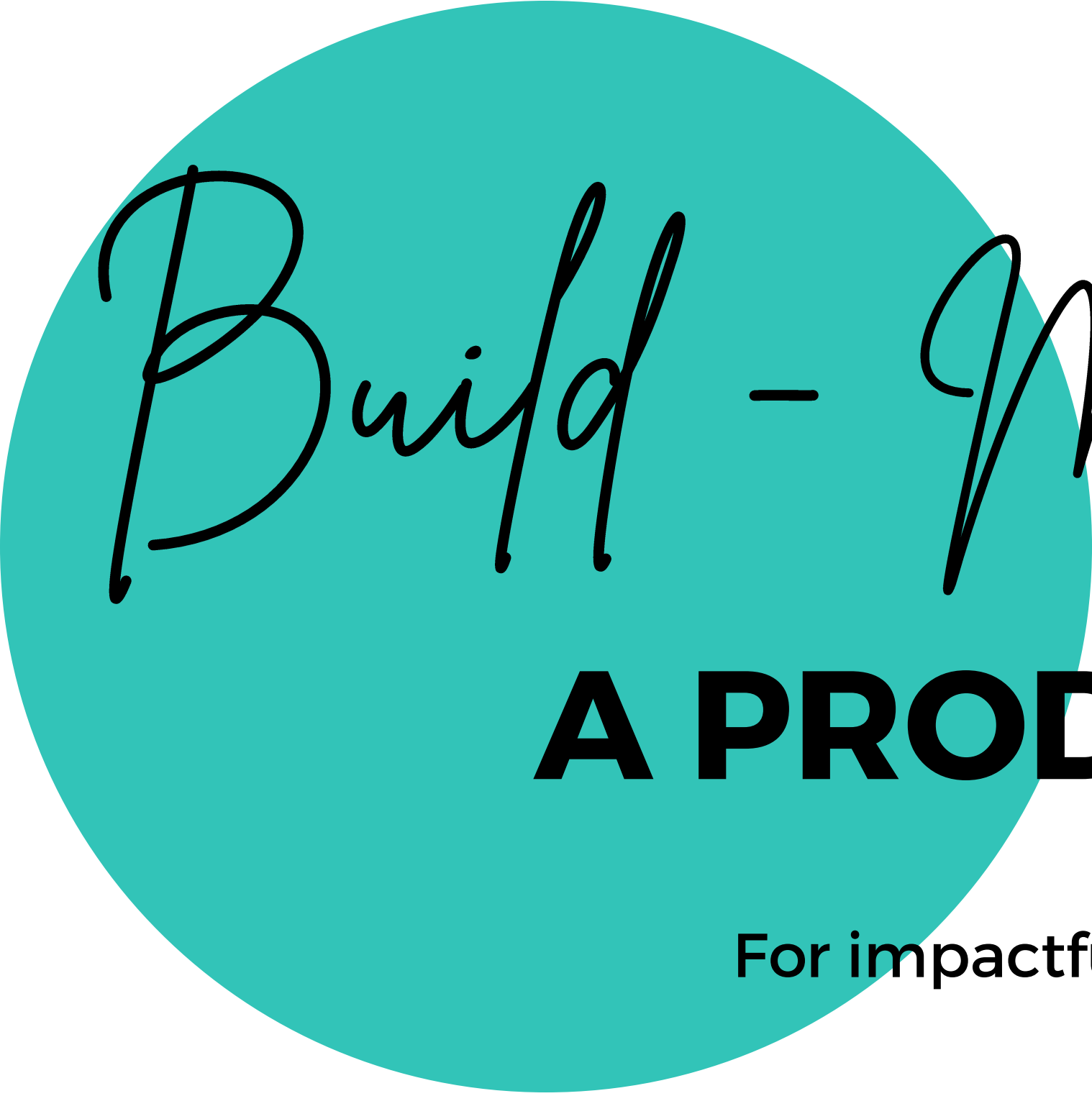


A large teal circle is positioned on the left side of the slide, partially overlapping the text.

Build - Measure - Learn

A PRODUCT TOOLKIT

For impactful Organisational change

Nicola Schoonderwoerd

Overview





THE PROBLEM



Agile is dead!



#1. Assumption Mapping



“It ain’t what you **don’t know** that gets you into trouble.

It’s what you **know for SURE** that **just ain’t so.**”

Mark Twain

ASSUMPTION MAP



20 mins

IMPORTANT to success right now

Leap of faith
assumptions

UNCERTAIN assumption is true

CERTAIN assumption is true

UNIMPORTANT to success right now

#2. Strength of Evidence Curve

“Actions speak louder than words.”

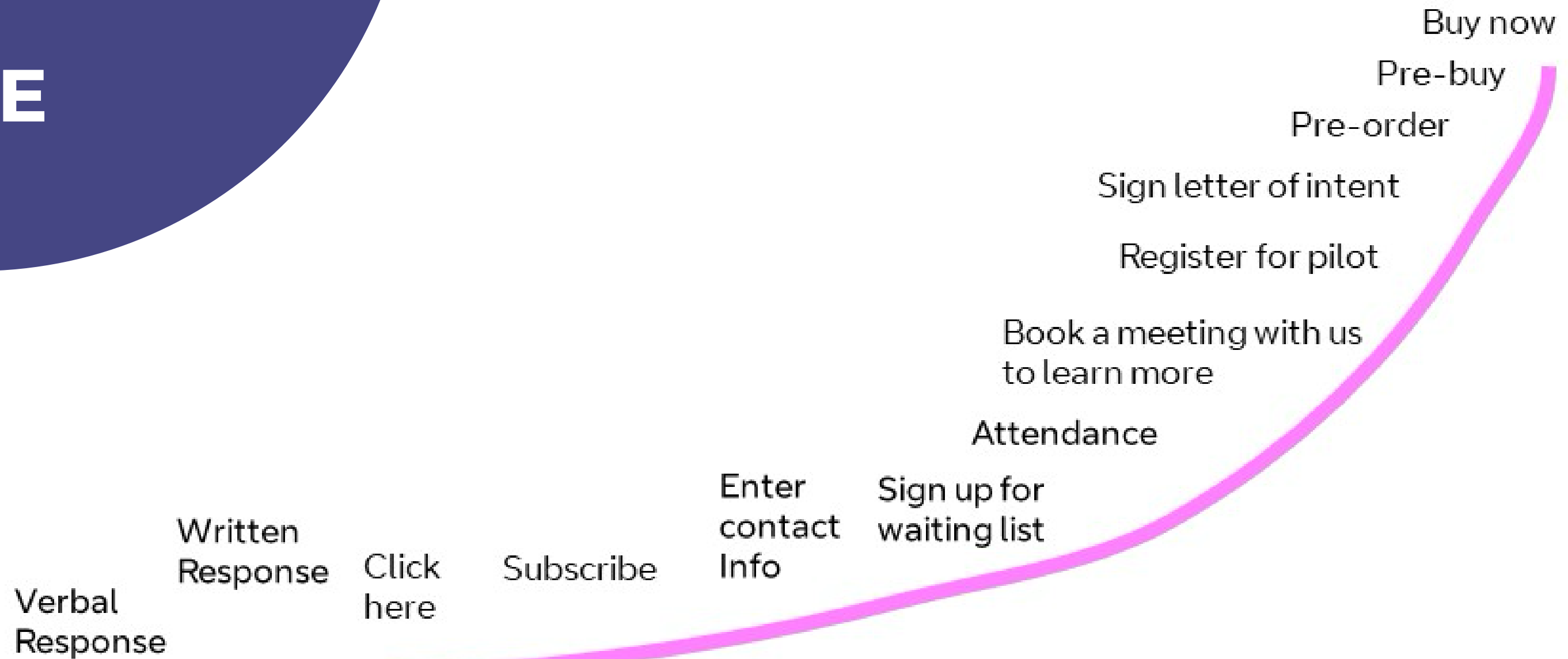
STRENGTH OF EVIDENCE CURVE



10 mins

Weaker
(prediction)

Stronger
(observation)



What people
SAY

What people
DO

#3.

Experiment Design

“There are no failed experiments, just **discoveries.**”

Outcomes Focused EXPERIMENT DESIGN



MVP # 3

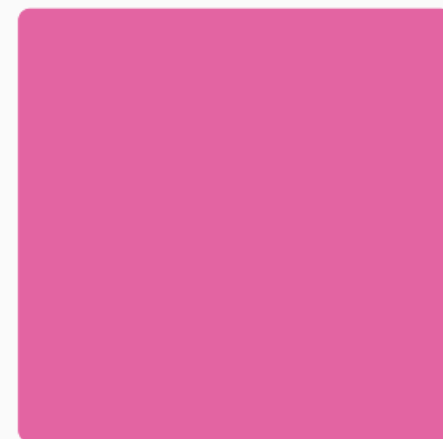
Something so stupid and simple, you are embarrassed to admit you thought of it

I'm with Stupid...



MVP # 1

The obvious choice. What is the usual MVP idea that comes to mind?



MVP #2

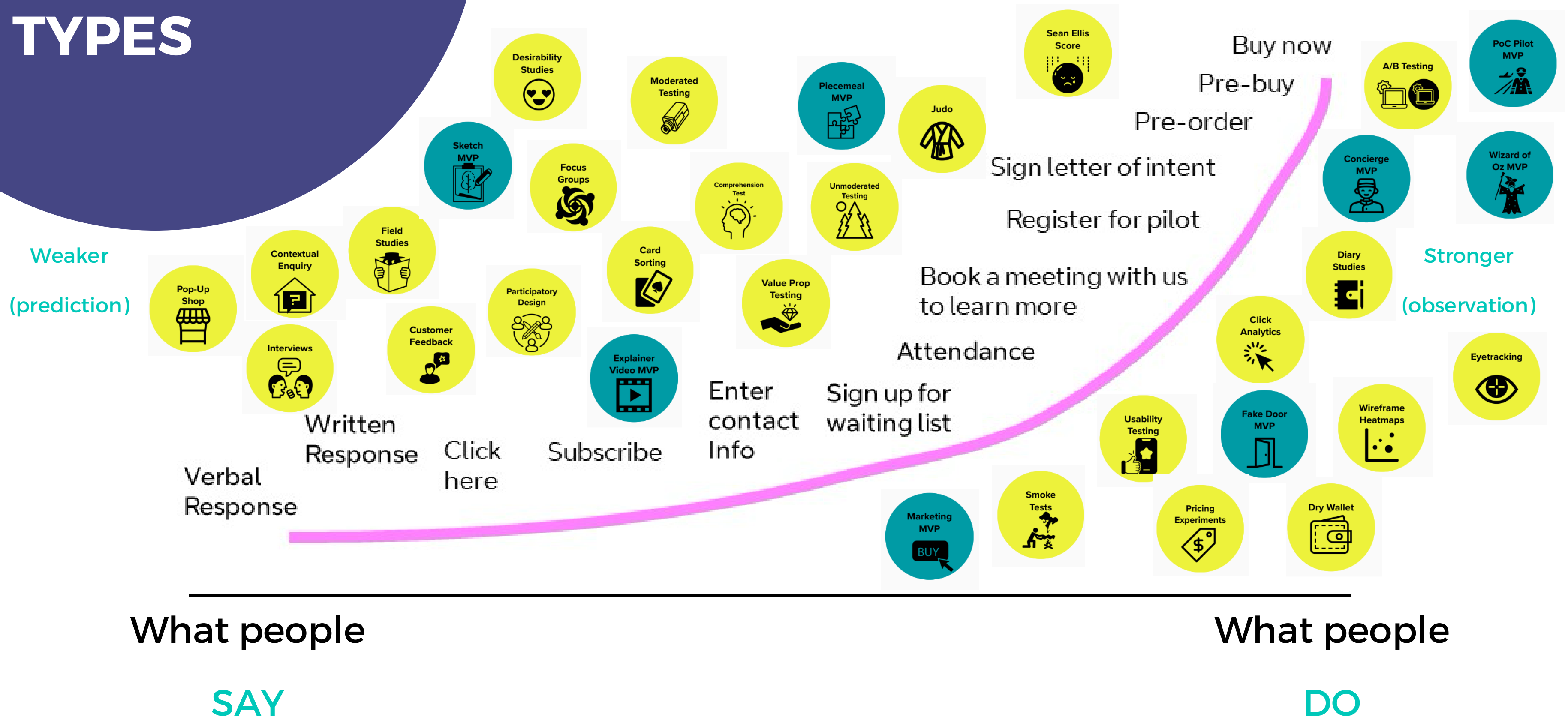
The fun one. What can we do that is more dramatically expensive? The ultimate gold plated version?



EXPERIMENT TYPES



20 mins



Your Product **TOOLKIT**

01

Assumption Map

Identify what you know and what you
THINK you know

02

Strength of Evidence Curve

Actions speak louder than words

03

Experiment Design

Be lean
Be obsessed with outcomes
Keep your bias in check

Thank You



I help organisations to take a 'product' approach to transformational change that is:

- Hypothesis led
- Data driven
- Experimental



Nicky Schoonderwoerd

Business Agility | Lean Product Innovation | Facilitation