



How to make internal experiments work

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ENGINEER
BETTER ›

About EngineerBetter

- ♦ UK-based cloud-native productivity consultancy
- ♦ Established in 2016
- ♦ Experts in enterprise product transformation and the enablement of delivery teams
- ♦ Authorities in Cloud Foundry, Kubernetes and the continuous delivery of infrastructure and apps

**Let's frame this talk
as an experiment**

**We believe that by
giving a colourful and
energetic
presentation about
running experiments**

**We will achieve our
desired outcome of
educating you of the
product mindset needed
to foster a culture of
running experiments**

**We'll know
this is true if
at the end of
this talk,
you...**

1

Gain an appreciation for running internal experiments

2

Have an understanding of the mindset needed to run internal experiments

3

Know how to get started with running internal experiments in your organisations

**“What do Gmail,
Slack, Craigslist,
ProductHunt and
Angry Birds all have in
common?”**

01 Why run experiments?

02 What are the benefits of running experiments?

03 Things to consider when running experiments



01

**Why run
experiments?**



Does this situation sound familiar?

“If we have data, let’s go with data. If all we have are opinions, let’s go with mine.”

James L. Barksdale (former CEO of Netscape)

What is an experiment?

- **A problem to be solved**
- **A hypothesis of the solution to the problem**
- **A way to measure and validate the hypothesis**

Why run experiments?

**We all make
assumptions about the
potential success or
failure of a thing!**

Why run internal experiments?



Sit down, be
humble... it's
hypocritical
NOT to
practice what
you preach

Why run internal experiments?

How often do we enforce new processes or integrate new systems without testing if that was the actual solution needed?

02

**What are the
benefits of
running
experiments?**



Story time

Problem: How do we ensure our non-billable consultants continued to sharpen their skills while enjoying their downtime from client project work?

Story time

We had a couple of Ideas 

- Do certifications
- Experiment with internal projects
- Something else

Story time

And we chose to experiment



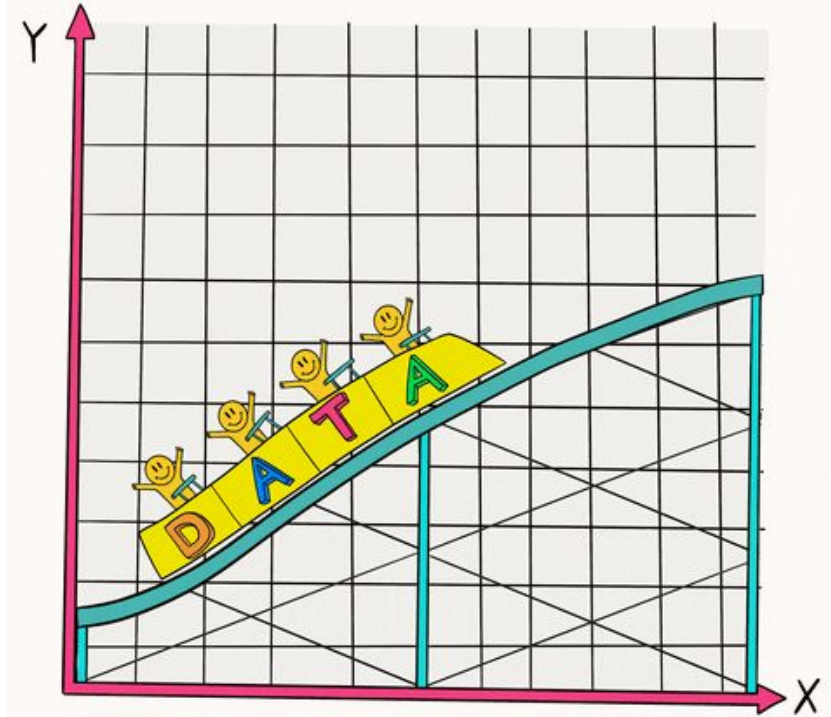
- Do certifications
-  Experiment with internal projects 
- Something else

Beach Project

EXPERIMENT EXAMPLE

(removed for confidentiality reasons - contact us if you want to learn more)

So how did
running an
internal
experiment
benefit us?



Benefits of running experiments to us



03

Things to consider when running experiments



The experimentation mindset



What isn't
measured
doesn't get
improved

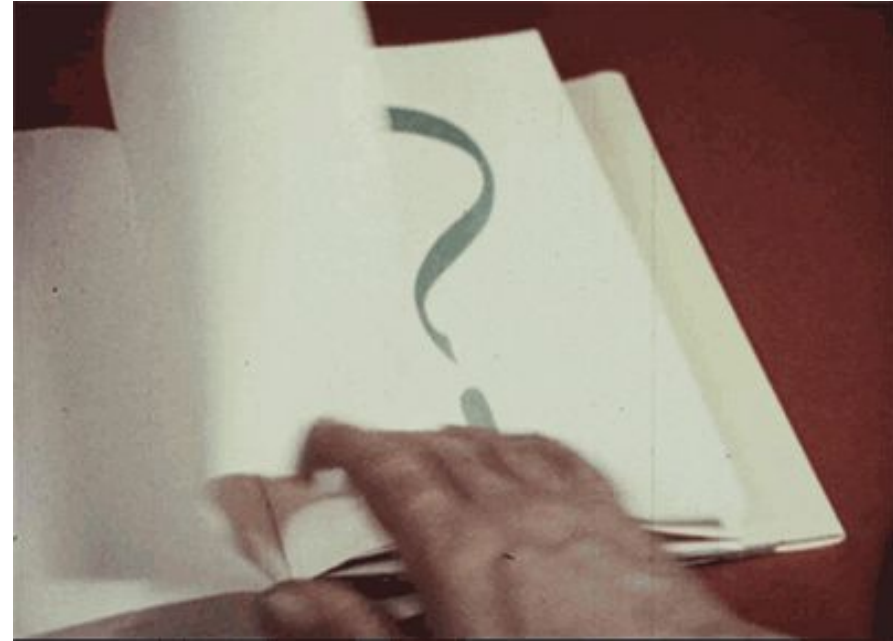
Treat
everything
like a
product

Always think
in more than
one
dimension

Visual
storytelling is
key

Building
good product
starts at
home

**Some
common
questions
you may
have?**



Some common questions you may have?

What counts
as an
experiment?



Some common questions you may have?

How do I get
started with
running
experiments?



Some common questions you may have?

What counts
as a
successful
experiment?



Keep in mind the end goal



It's really about the learnings

Experiments help keep your company honest and accountable

Learn when to walk away

If it's not a yes, it's a no

Recap

**I don't
have free
time
to do free
things**

REMEMBER:

- We are always making assumptions
- You don't have unlimited resources
- Prioritise learning over performance

**If we could
leave you
with one
thing to
learn more
about...**

**Learn the
scientific
method, and be
principled and
compassionate
about how you
apply it.**

Questions?



Thank you!