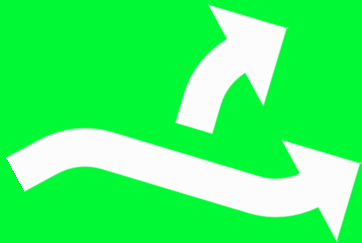


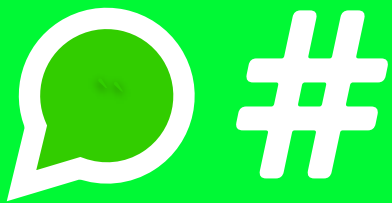
LEARN OR CONFIRM?

Is your goal to Learn or Confirm?
Collect or analyse? Discover or validate?
Ask or try? Observe or experiment?



COURSE-CORRECTION

What course-correction will you make afterwards? What aspect of your direction or business model will change?

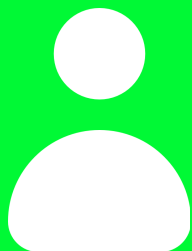


QUAL OR QUANT?

Is your learning goal qualitative or quantitative?

SOLID LEARNIN'

A few ways to keep your learning goals tight and actionable.
Find more at www.decisionhacks.co



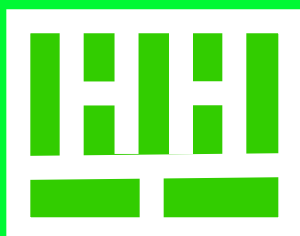
CUSTOMER SLICE

Is your target group specific enough to register signal over noise? Will you accept a negative result?



LEARN-MEASURE-BUILD

What are you trying to learn? What info or data is good enough? What's the fastest way to get it?



BUSINESS MODEL DYNAMIC

What 2 or 3 blocks of the Business Model Canvas are key to this test? Do they work together as a system?



RISK COST PYRAMID

What are you willing to invest to get this information? Make it? Fake it? Sell it?
Ask them? Watch them? Compare it?