

## Define your focus objective and metrics

- ☐ What is the key objective you want to improve at this stage? (Tip: It's best to define a customer-oriented objective. What do you want to improve from a customer point of view?)
- ☐ Which metrics can you use to measure the progress towards that objective?
- ☐ What is the current state of these metrics? What is the target state you want to achieve?
- ☐ Can you think of restructuring the objective into smaller sub-objectives? If so, define metrics for each sub-objective.
- ☐ What are the initiatives you would take to achieve your (sub-)objective? Which of these initiatives do you have highest confidence in and you find most feasible?
- ☐ For the selected initiative, what is the "cheapest implementation"? How can you test the hypothesis with as minimal as possible effort? Design a test for it.
- ☐ After you test the cheapest implementation, what are the results?
  - Did you get positive results? Then continue with a full implementation of this initiative.
  - Did you observe no improvement? Then think of another possible initiative.
  - Did you try several initiatives and they all failed? Consider pivoting to a new objective.