

PROBLEMS

Everything we do is
about **solving a**
problem

OPTIONS

Help explore and
solve the problem

POSSIBLE EXPERIMENTS

Promising options
lead to a **backlog of**
experiments

COMMITTED

Experiments that we
commit to pursue have
**an action, reason,
expectation, and
review date**

ONGOING

Experiment
in progress!

REVIEW

**What can we learn by
comparing what we
expected to happen to
what actually
happened?**

NEXT

Based on what we
learned what are we
going to do next?



you are here