



EXPONENTIALLY

The Rapid Experimentation Framework



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The Rapid Experimentation framework is our solution to the enterprise innovation challenge: how do we shift our organisations from asking, 'can we build this?' to asking, 'should we build it?'.

Using globally recognised tools and methodologies – including Prototyping, the experimentation method used at Google and Stanford, and our proprietary technology platform, Rapidly – our framework is a lean, streamlined and proven way to get you testing with real customers, validating ideas and only investing in what will work – saving your organisation millions by not building the wrong things.

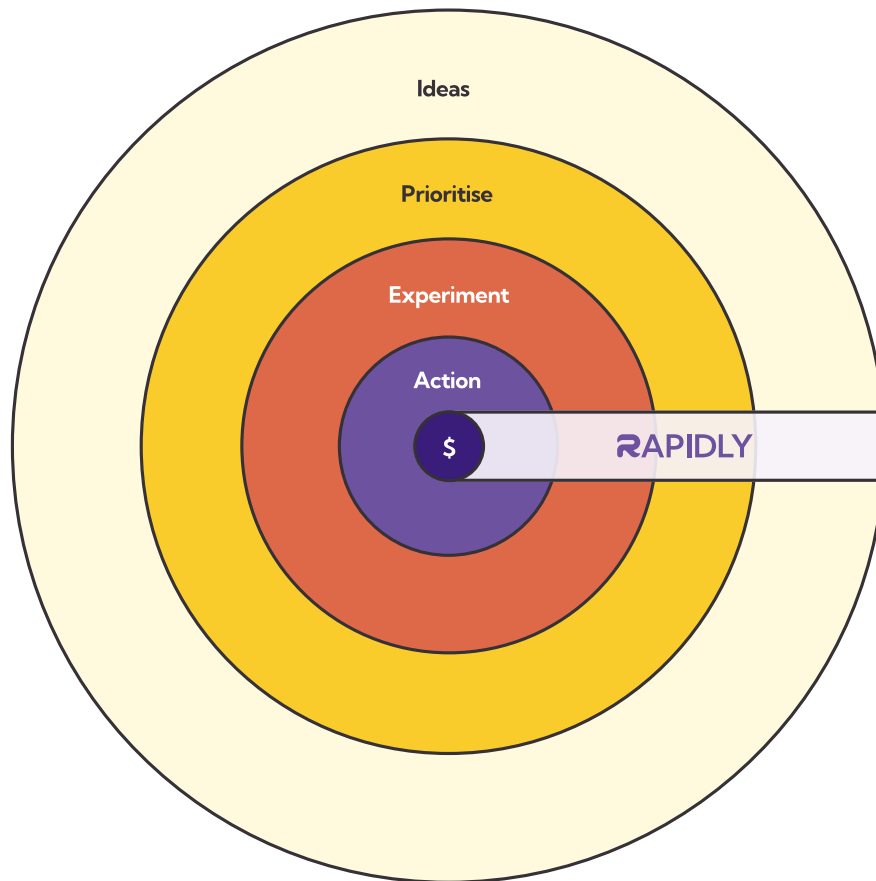
We work alongside your teams to build the skills and capabilities necessary to foster a culture of embracing and taming failure, approaching decision-making with a data-driven mindset (rather than relying on opinion) – a capability that has far reaching positive effects across organisations.

How does it work?

When it comes to innovating at scale, there are three key questions:

1. **How do we prioritise our ideas?**
2. **How do we test them to know whether they're worth investing in?**
3. **Once we've validated our ideas, how do we take action to build a business case?**

The Rapid Experimentation Framework has been built around these three questions, with each mapped to a different phase of implementation.



Ideas – We work with your team to develop ideas, focusing on the ones worth investing in because they will be valuable to your business in terms of driving revenue and organisational growth.

Prioritise – We help your organisation to understand which ideas to shortlist and move into the Experimentation phase across your many business functions, based on your organisation's goals and objectives.

Experiment – We teach your teams to run experiments on ideas using Prototyping and other leading methodologies, and validate idea performance with real customer data – as quickly and for as little investment as possible.

Action – We help your teams build robust business cases with cross-functional awareness, based on the evidence and customer data we've established throughout the process.

Combined, these streams merge to form teams that can work together across business units, making data-driven decisions quickly and effectively.

Implementing the Rapid Experimentation Framework

The implementation of the Rapid Experimentation Framework starts with the Experimentation phase, as this is typically the area where organisations have the biggest gaps in their innovation processes.

Delivered over an initial twelve-month period, we work with your teams across training, rapid sprints and ongoing consulting and support to senior leadership teams to embed the framework and knowledge within your organisation.

Once embedded, we explore the Prioritise and Action phases to support their implementation within your business.

Talk to us today

If you think your organisation could benefit from the Rapid Experimentation Framework, we'd love to speak to you. Get in touch with us at hello@exponentially.com to speak with us and arrange a time for an initial presentation from our team.