WORKSHOP
Creative Hostage Taking
Riskiest Assumptions Testing
Customer Jobs-to-be-Done

Connect on LinkedIn
"When asked direct questions about their interests and preferences, people tend to give answers they believe the questionnaire wants to hear. Again, this is not because they intend to mislead. It is because people respond to these questions within their cortexes, the part of the brain that contains intelligence rather than emotion or instinct."
- Clotaire Rapaille, The Culture Code

"We tend to throw out the most meaningful and most revolutionary if we ask people about their preferences."
- Malcolm Gladwell

If we ask for people's opinions, they will start inventing details and stereotypically correct details. If we ask them to retell a story we can get much closer to the truth.
(Dave Snowden, Cognitive Edge, Cynefin, SenseMaker)

“A distributed network doesn’t know what it’s going to do until input hits it. And when you are the input variable… So the entire premise of building a highly efficient top down bureaucratic system, that is built around the idea of being able to predict the actions of [a customer network] … goes out the window.”
- Chris Fussel, McChrystal Group

@AERIALS 2015
The Corporate Perspective

A. WRITE THE TITLE OF ONE OF YOUR CURRENT PROJECTS

Pick one post-it note and write one project title of a project you are currently working on.
The Corporate Perspective

A. WRITE THE TITLE OF ONE OF YOUR CURRENT PROJECTS

B. WHAT IS THE PURPOSE OF THE PROJECT?

Write a short sentence summarizing what your organization is trying to accomplish with this project.
The Corporate Perspective

A. WRITE THE TITLE OF ONE OF YOUR CURRENT PROJECTS

B. WHAT IS THE PURPOSE OF THE PROJECT?

C. HOW WILL THE SUCCESS OF THE PROJECT BE MEASURED

Write a few of the projects success measures / KPI’s
The Corporate Perspective

A. WRITE THE TITLE OF ONE OF YOUR CURRENT PROJECTS

B. WHAT IS THE PURPOSE OF THE PROJECT?

C. HOW WILL THE SUCCESS OF THE PROJECT BE MEASURED

D. HOW DO YOU DO THIS?

Summarize briefly how what you are outputting in order to achieve the project goals.
PART 2

Customer Job-to-be-done

A. WHAT IS THE CUSTOMER TRYING TO SOLVE?

WRITE DOWN WHICH SITUATION THE CUSTOMER IS IN AND WHICH PROGRESS THEY ARE TRYING TO ACHIEVE, OR STRUGGLE THEY ARE TRYING TO OVERCOME.
REMEMBER, WE ARE NOT PUBLISHERS OR PRODUCER. WE ARE:

SOLVING CUSTOMER PROBLEMS
PART 2

Customer Job-to-be-done

A. WHAT IS THE CUSTOMER TRYING TO SOLVE?

B. HOW DO WE SOLVE THIS PROBLEM?

Write three suggestions on individual post-it notes. For how you will solve this problem.
PART 2

Customer Job-to-be-done

A. WHAT IS THE CUSTOMER TRYING TO SOLVE?

B. HOW DO WE SOLVE THIS PROBLEM?

C. PICK THE MOST CRITICAL HYPOTHESIS

Pick the most important hypothesis to continue with
Assumptions

A. FOR THE HYPOTHESIS TO BE TRUE, THIS ASSUMPTION about the customer HAS TO BE TRUE

Write 3X assumptions that has to be true for the customer hypothesis to be true.
Assumptions

A. FOR THE HYPOTHESIS TO BE TRUE, THIS ASSUMPTION about the customer HAS TO BE TRUE

B. PICK THE MOST CRITICAL CUSTOMER ASSUMPTION

Choose the most important customer assumption
PART 3

Assumptions

A. FOR THE HYPOTHESIS TO BE TRUE, THIS ASSUMPTION about the customer HAS TO BE TRUE

B. PICK THE MOST CRITICAL CUSTOMER ASSUMPTION

C. HOW CAN WE TEST THIS ASSUMPTION?
How do we implement and how do we measure?

How do we organize?
We have looked at Riskiest Assumptions Testing through the lens of the customer-job-to-be-done.
PART 4

Discuss

TURN TO THE PERSON NEXT TO YOU AND DISCUSS:

HOW CAN YOU APPLY THIS ON MONDAY?
Thank you!