

1

IDEA

What idea do you want to try out?
- Sketch the key stakeholders this idea will impact.
- How would you describe it in a news headline?



Mindset: select for possibility, not feasibility

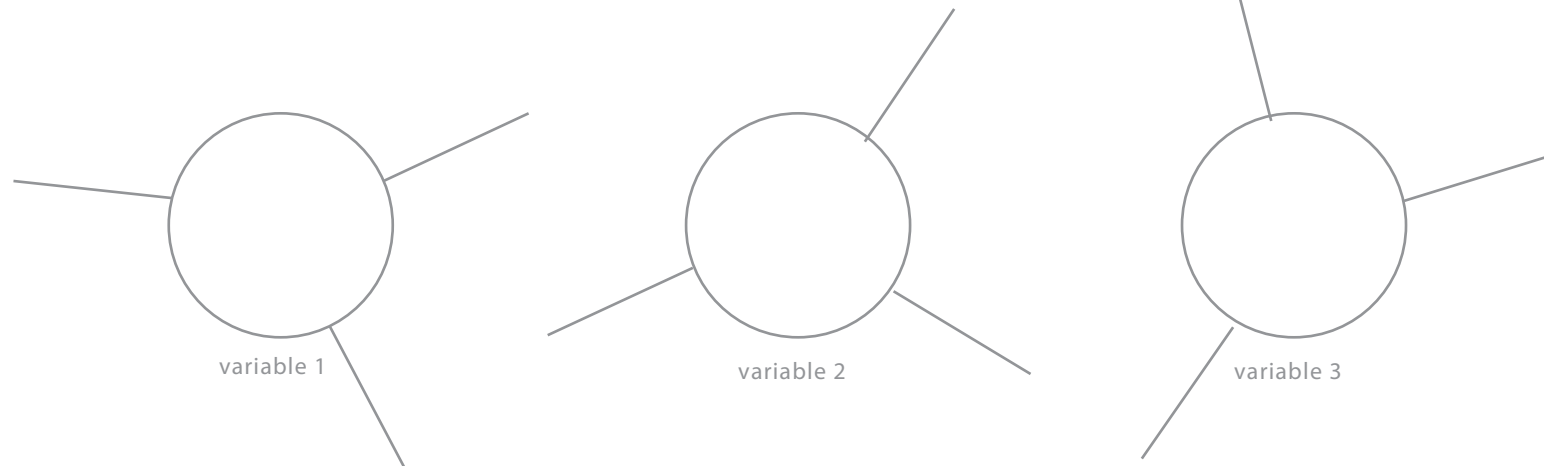
2

HYPOTHESES

What are ASSUMPTIONS you have about this idea?
List them and circle the most critical ones (if those turn out to not be true, your idea wouldn't work).



What VARIABLES might you experiment with?
Possible variables might be roles, timeframes, audience.



Mindset: fail early and often

3

PROTOTYPE

How might you bring this idea to life with minimal time and resources? What can you do in the next week?



Mindset: bold vision; small bets