

Sample Questions for Capturing and Sharing Learning from a Convergent Experiment

Once you complete your analysis of a convergent experiment, it is essential to capture and share the learning of your experiment. If you are conducting a battery of convergent experiments on the same variables, this process can happen at the end, rather than after each step. But it is critical to both document what you learned, and to communicate it to others in your organization who would benefit from it (and could avoid any of the same mistakes).

Sample questions to answer after any convergent experiment:

- What was the question you sought to answer, and what were the variables you measured?
- What goals did you set to define success? What were the final results?
- What decision did these results help you make? (Or were the results inconclusive?)
- Is there anything you realized later that you needed to measure as well, or wish you had measured?
- How much did the experiment cost to run (in time and expense)?
- What was the benefit of running the experiment? (e.g. risk eliminated, good choice identified, or poor decision prevented)
- Was the experiment worth the effort to conduct it? (Would you repeat it again?)
- Beyond your immediate decision, did you gain any broader insights? Did you identify any generalizable rules-of-thumb for future business practice?
- Did your experiment raise any new questions, or hypotheses, for future testing?
- What mistakes, if any, did you make in experimental design? How could you avoid those in the future?
- Who most needs to know the results of this experiment? (beyond those who commissioned it)

Once you answer that last question, assign someone in your team to communicate the findings with those other members of the organization. Assign someone else to document these findings in a format that is easily accessible by others who may want face a similar question or decision in the future. Remember, without sharing, the learning from experimentation is much less valuable to the organization.

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Sample Questions for Capturing and Sharing Learning from a Divergent Experiment

Whether the iterative experiment led to a successful solution that you are preparing to launch or failed to solve your original problem, it is vital to capture the learning that came through your process. Learning is the entire point of experimentation, and the value of what you learned will be much greater if it is shared and made available to others in your organization.

Sample questions to answer after any divergent experimental method include:

- What was the problem you defined at the outset? Was that the right problem?
- What solutions did you generate to try to solve that problem?
- What kinds of MVPs or prototypes did you use to test these solutions? Were they the right MVPs, or could you have learned more while spending less?
- What assumptions were you able to test? (customer value assumptions, and business model assumptions) Which of assumptions held true, and which ones did not?
- What assumptions were you not able to test, but would have liked to?
- What are your next steps in addressing the problem that led to this initiative?
- What general lessons did you learn that could be valuable in other projects, to avoid the problems you faced?
- What are the most interesting opportunities you uncovered which you were not able to apply in your own solution?

It is important to have some formalized process for capturing, sharing, and accessing the learning from divergent experiments. This includes archiving or documenting prototypes that you developed, solutions that you tried (which might have worked, but could inform or inspire others), as well as the lessons you learned.

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