Gagen MacDonald
An APCO Company

Beyond the Theater of Experimentation: How Organizations Continuously Transform

Experiment on a Page

Complete boxes 1–3 before testing your hypothesis. Complete box 4 after the test.

1 What needs to get better?

*(Who)*_____experiences *(what problem)* _____, which leads to *(current result)* **QUESTION:** Will *(what we want to try)* _____ help?

2 What will we try?

HYPOTHESIS: If we (make what change?) _____, we think (result) _____ will improve because _____. **TEST:** Change _____. Keep _____ the same. With (people/place) _____for (how long) _____.

3 How will we measure change?

OBSERVE: Measure (which result?) _____ Starting value: _____
E.g., minutes to a correct answer, or a 1–5 staff rating

Target: _____ Unit: _____Check using: _____ Recorded by: _____

Every: _____ Must not get worse: _____ Stop if: _____

4 What did we find out? *(Complete after the test)*

LEARN: Our result was _____ (compare with box 3). This tells us_____ _____ (what we learned). Next: continue / change / stop because _____. Our next question is _____.

Who is involved and what support do we need?	Who is leading and helping?	Time, budget, risks or other limits	Possible problems and how we'll share learning

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We can help you turn experimentation into measurable learning and meaningful change. Reach out to learn more.



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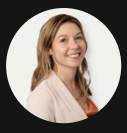

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