

# Agile ORLANDO JULY 24-28 2023

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#AGILE2023

LEARN MORE



**BUILDING A CULTURE  
OF EXPERIMENTATION**

**LIORA RAITBLAT**  
[www.HeyLiora.com](http://www.HeyLiora.com)

Imagine a **vase** that  
holds flowers.

VASE THAT HOLDS FLOWERS





VASE THAT HOLDS FLOWERS





VASE THAT HOLDS FLOWERS



Imagine a way to  
**experience** flowers.

# CREATIVITY





INNOVATION HAS A DIRTY SECRET...



A close-up, low-angle shot of a DJ performing at a Pioneer DJ mixer. The DJ's hands are visible, one resting on a turntable and the other near the controls. The mixer is black with various knobs, buttons, and illuminated buttons. The Pioneer DJ logo is visible on the right side of the mixer. The background is dark and out of focus, suggesting a club or event setting.

INNOVATION HAS A DIRTY SECRET...

COLLABORATION



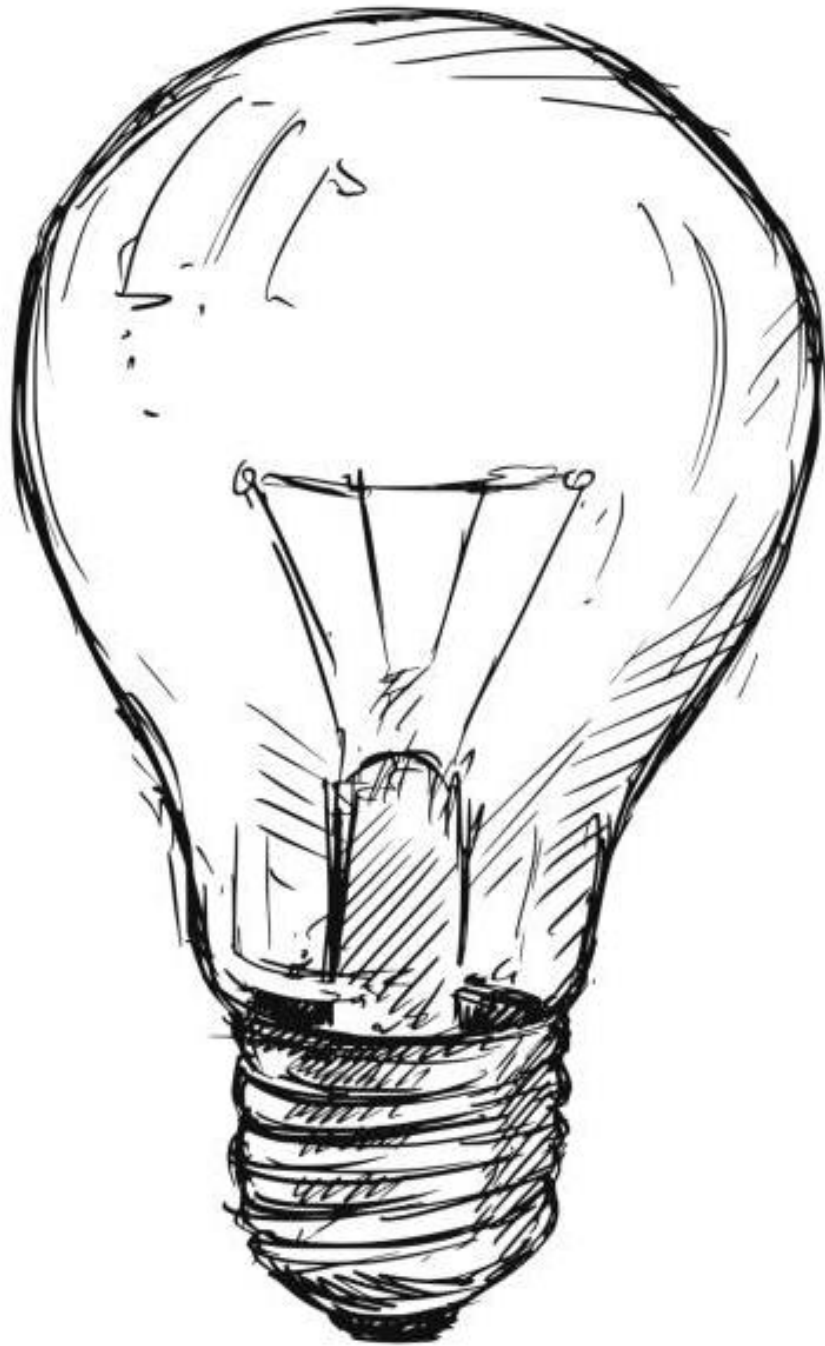
CREATIVITY x COLLABORATION

A hand holding a glowing lightbulb over a DJ mixer against a sunset background. The lightbulb is illuminated, casting a warm glow. The DJ mixer is in the foreground, with various knobs and buttons visible. The background is a soft, orange and yellow sunset sky.

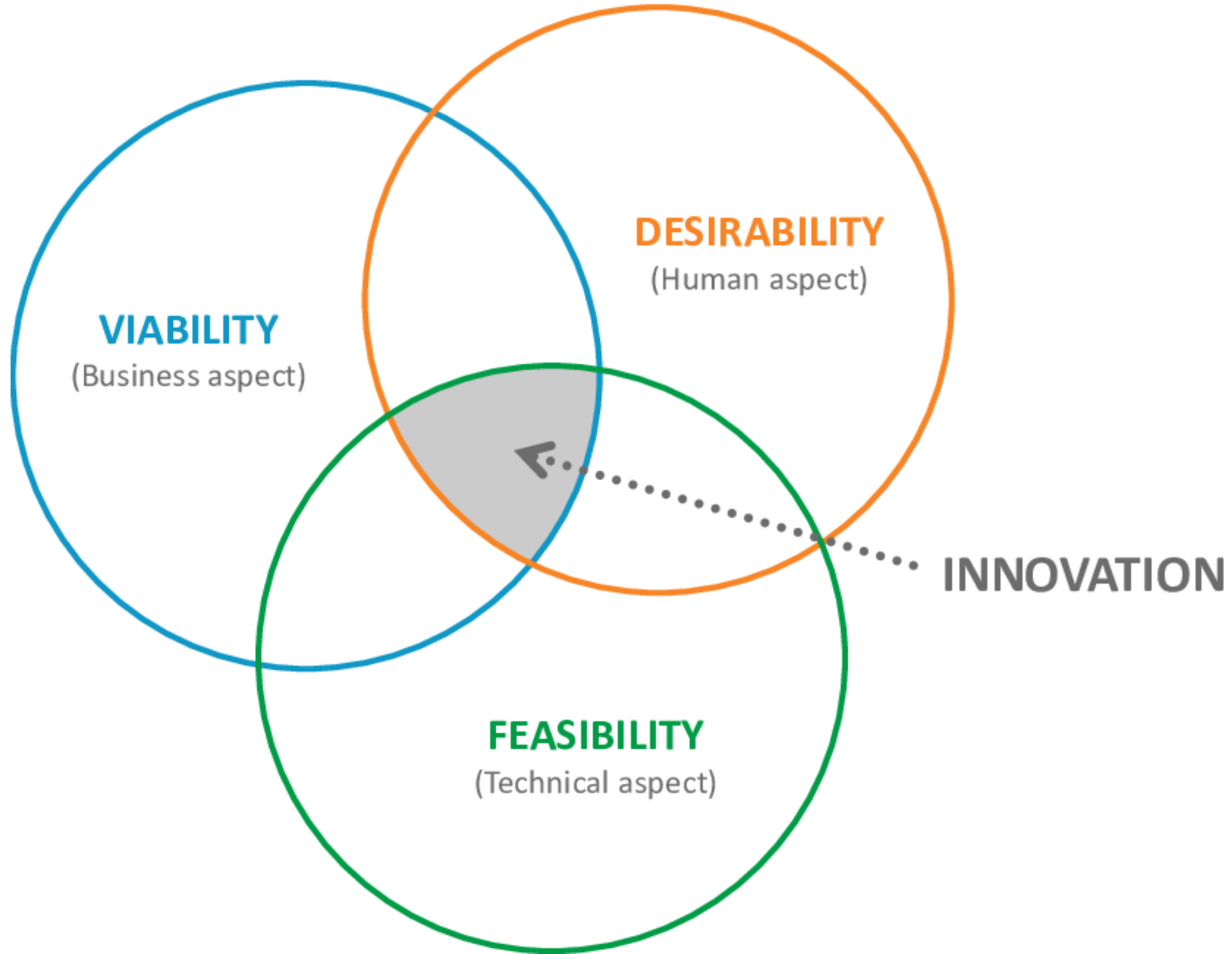
CREATIVITY

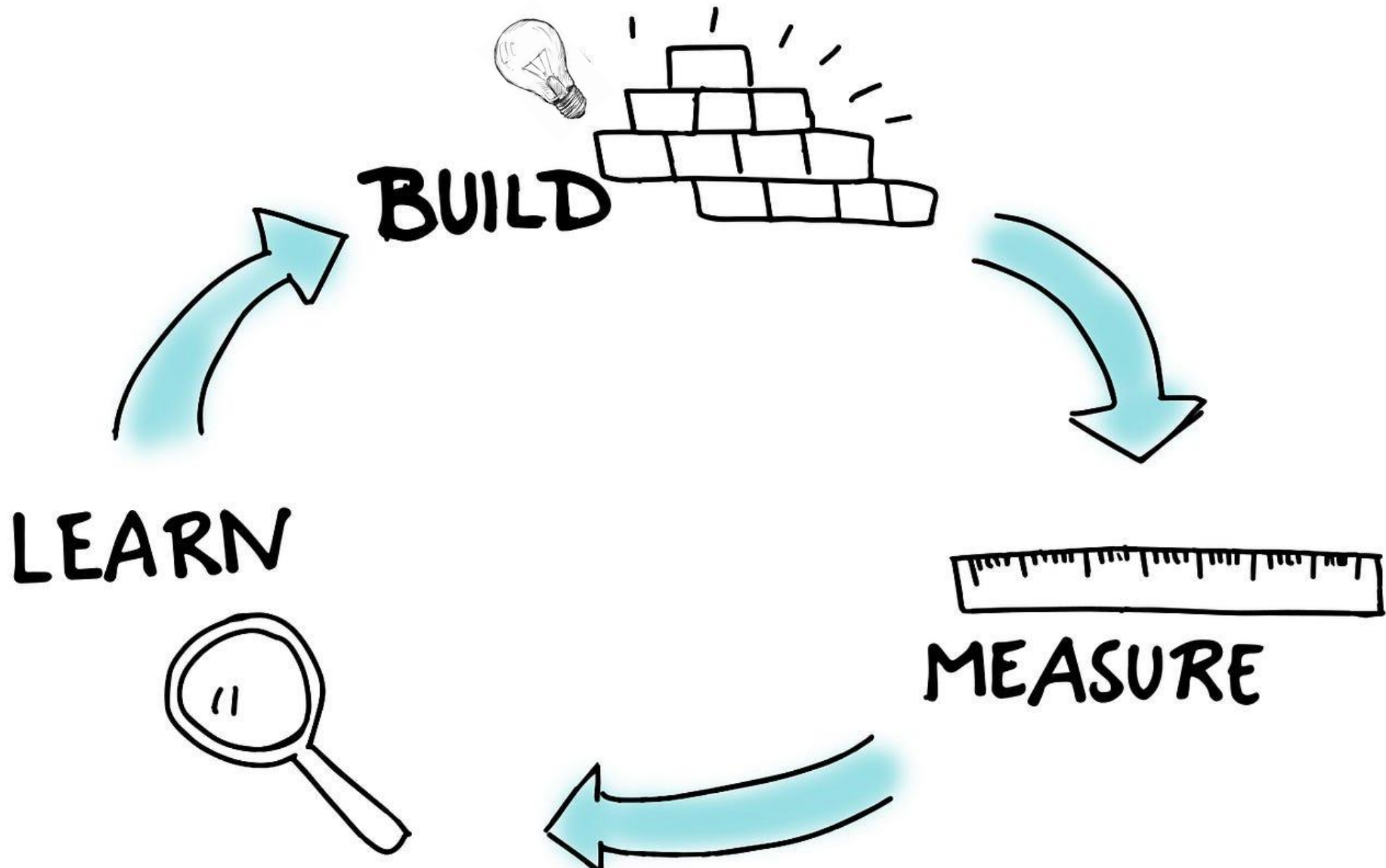
INNOVATION

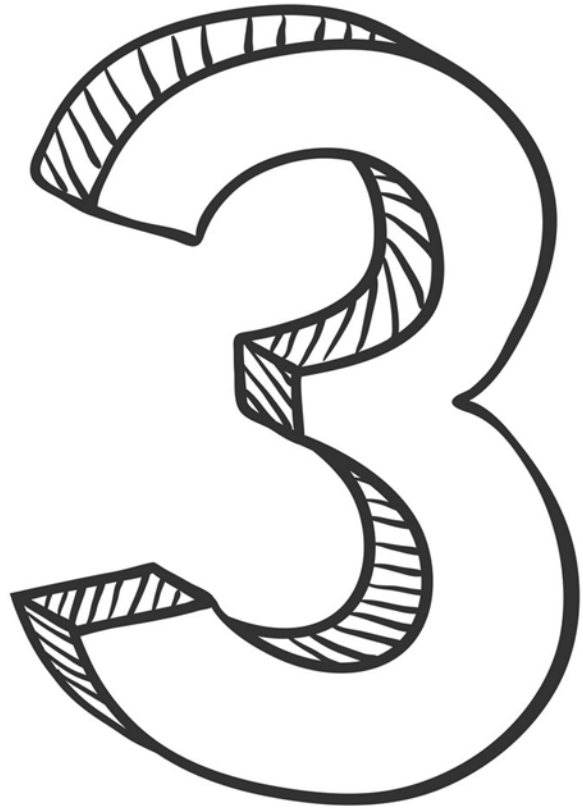
COLLABORATION



IT ALL BEGINS WITH  
AN IDEA..  
A HYPOTHESIS







questions can help  
you build a culture  
of **experimentation**





**BUILD**



**1. DEFINE A CUSTOMER-FOCUSED HYPOTHESIS**

**2. DEFINE A SOLUTION TO TEST THE HYPOTHESIS**

# 1. DEFINE A CUSTOMER-FOCUSED HYPOTHESIS

AUDIENCE

PUT THE CUSTOMER  
AT THE CENTRE

PROBLEM

UNDERSTAND THE  
CUSTOMER EXPERIENCE

SOLUTION

DEFINE A CLEAR  
SOLUTION TO A  
SINGLE CHALLENGE

METRIC

CONSIDER LONG-TERM  
VALUE FOR CUSTOMERS

# 1. DEFINE A CUSTOMER-FOCUSED HYPOTHESIS

For...



Our customer

We believe that...



Informed assumption of the user problem or behavior

So if we...



an action or solution, something we want the user to do

Then we will see...



the expected result or a measure of success

A photograph of a desk with a white pencil holder containing several pencils and a red alarm clock. The background is a blurred white wall with vertical lines.

ALLOW FOR MIND WANDERING

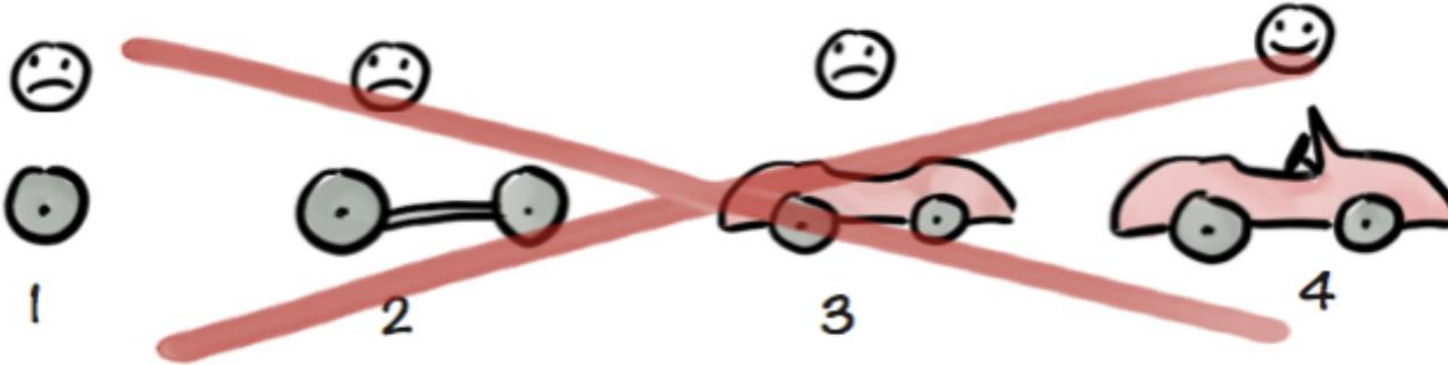


**1. DEFINE A CUSTOMER-FOCUSED HYPOTHESIS**

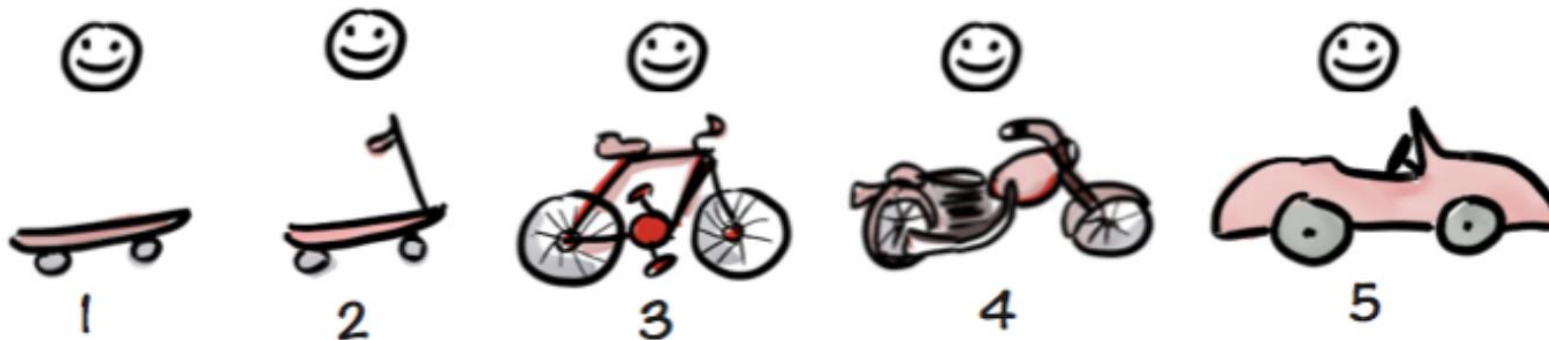
**2. DEFINE A SOLUTION TO TEST THE HYPOTHESIS**

## 2. DEFINE A SOLUTION TO TEST THE HYPOTHESIS

Not like this....



Like this!



So what makes a good *skateboard*?

1. Is it **low risk**– can it be conducted with a safe audience at a minimal cost?
2. Is it **quick and easy**– is it easy to build and run?
3. Is it **generative**– will the experiment help you learn and grow the idea you are testing?

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

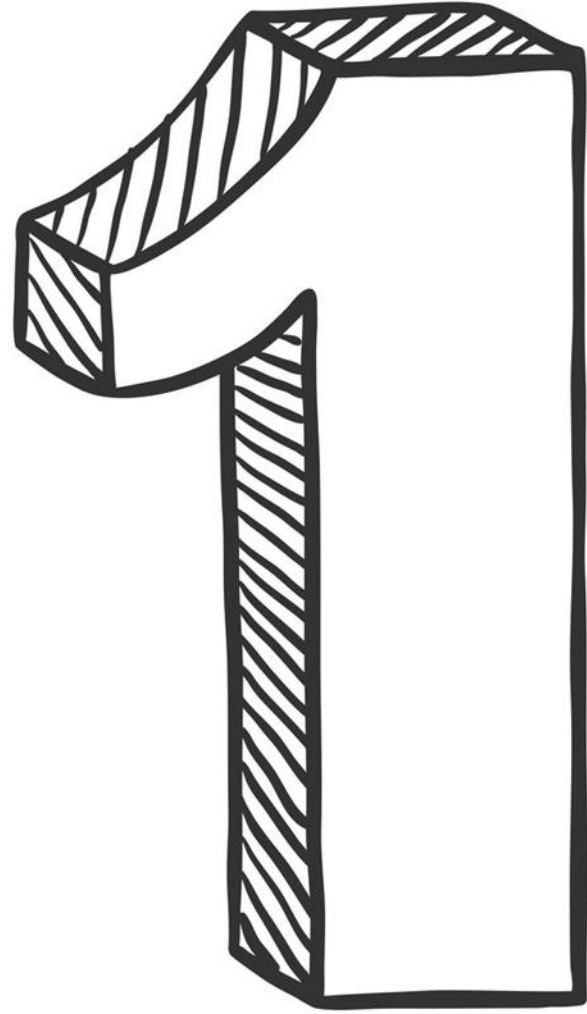
THIS IS HOW WE ALWAYS DO IT

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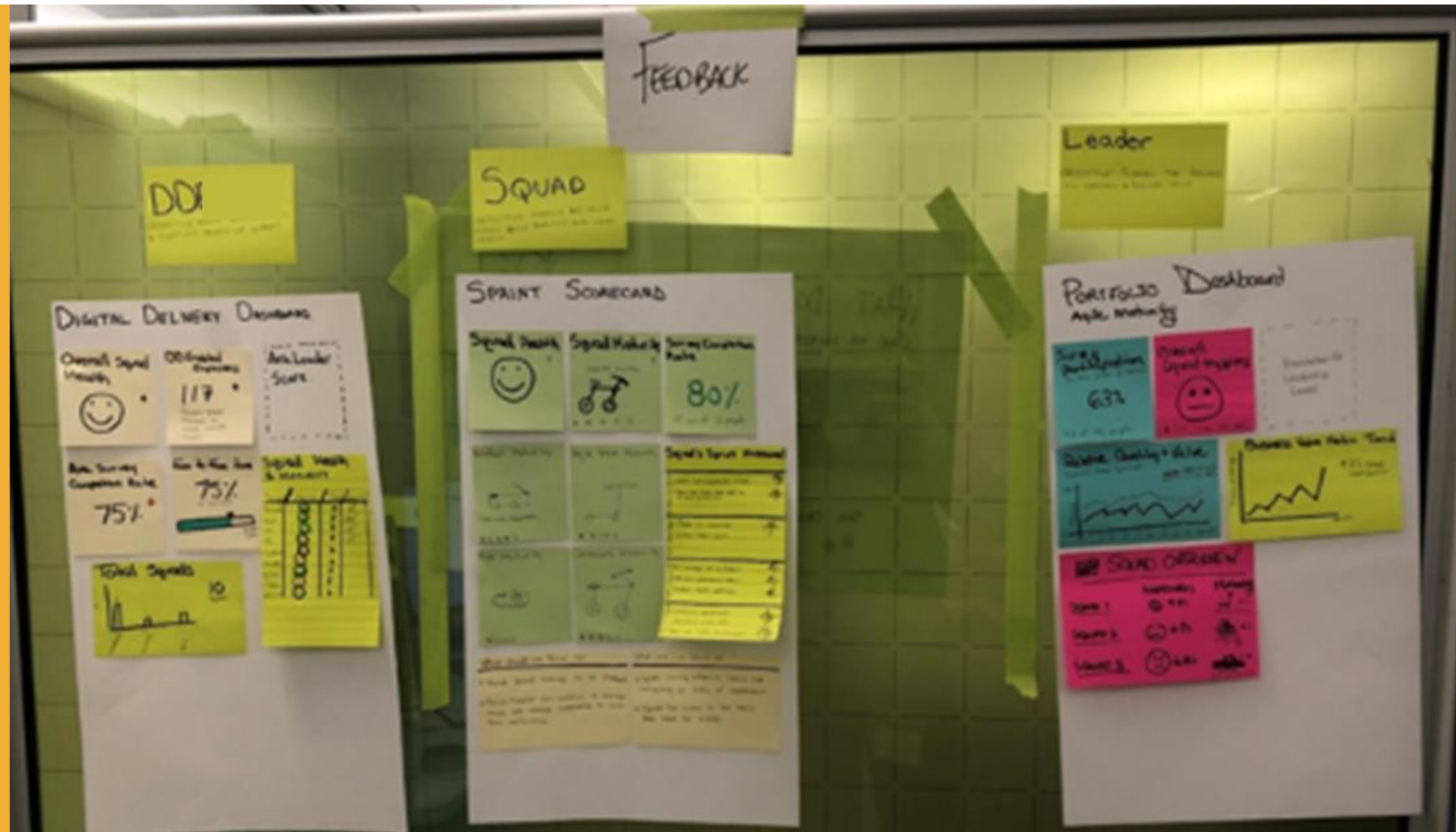
**IS THIS  
SAFE  
TO TRY?**



“BUT THIS IS USEFUL DATA”

The screenshot displays an Excel spreadsheet with a ribbon at the top containing 'File', 'Home', 'Insert', 'Draw', and 'Page Layout'. The spreadsheet is titled 'BP52'. It features several data tables with columns for months (e.g., May 23, May 24, June 24) and rows for various financial metrics. On the right side, there is a summary table with columns for 'Category' and 'Current Total'. The summary table lists various metrics such as 'Total', 'Net Income', 'Total Assets', and 'Total Liabilities' with corresponding values. The spreadsheet is densely packed with data, including numerical values and some text labels.

Category	Current Total
Total	63
Net Income	73
Total Assets	67
Total Liabilities	67
Total Equity	0
Total Debt	0
Total Cash	0
Total Inventory	0
Total Receivables	0
Total Payables	0
Total Prepaid	0
Total Other	0
Total	74359
Net Income	1102
Total Assets	100
Total Liabilities	100
Total Equity	0
Total Debt	0
Total Cash	0
Total Inventory	0
Total Receivables	0
Total Payables	0
Total Prepaid	0
Total Other	0
Total	3319
Net Income	26
Total Assets	100
Total Liabilities	100
Total Equity	0
Total Debt	0
Total Cash	0
Total Inventory	0
Total Receivables	0
Total Payables	0
Total Prepaid	0
Total Other	0
Total	422



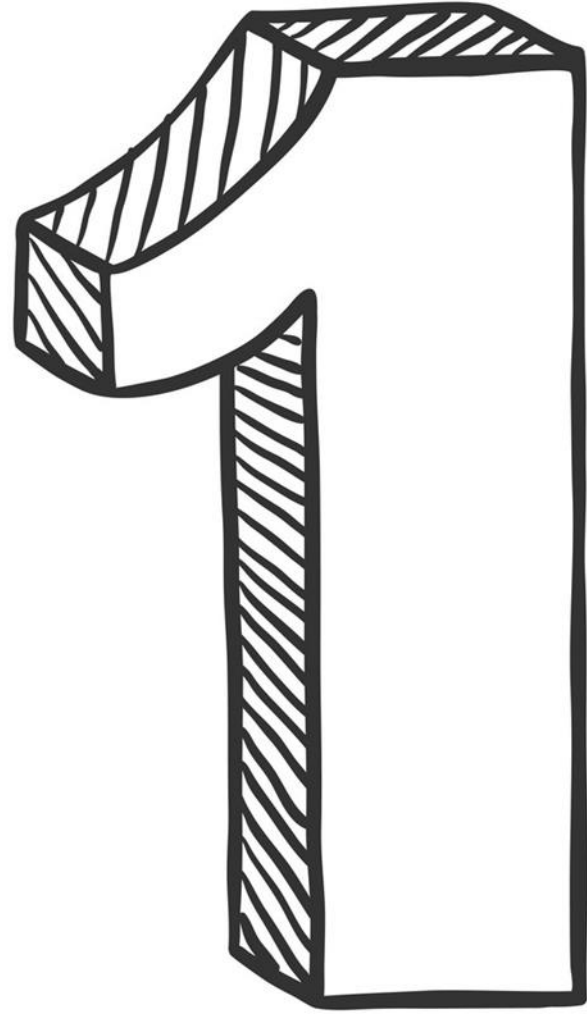
“IS THIS SAFE TO TRY?”



## **Gumption:**

Using the intelligence needed to know what to do in a particular situation and the courage to follow it

*From* **PLAN & PERFECT** *to* **ADAPT & PROGRESS**



**IS THIS  
SAFE  
TO TRY?**



A landscape photograph of a mountain range at sunset. The sky is a gradient of purple and blue, and the mountains are illuminated with a warm, golden light. The word "BUILD" is written in white, bold, uppercase letters in the center of the image. A white rectangular border is drawn around the central portion of the image.

**BUILD**



# MEASURE

MEASURE



IF YOU CAN'T MEASURE IT...

YOU CAN'T IMPROVE IT



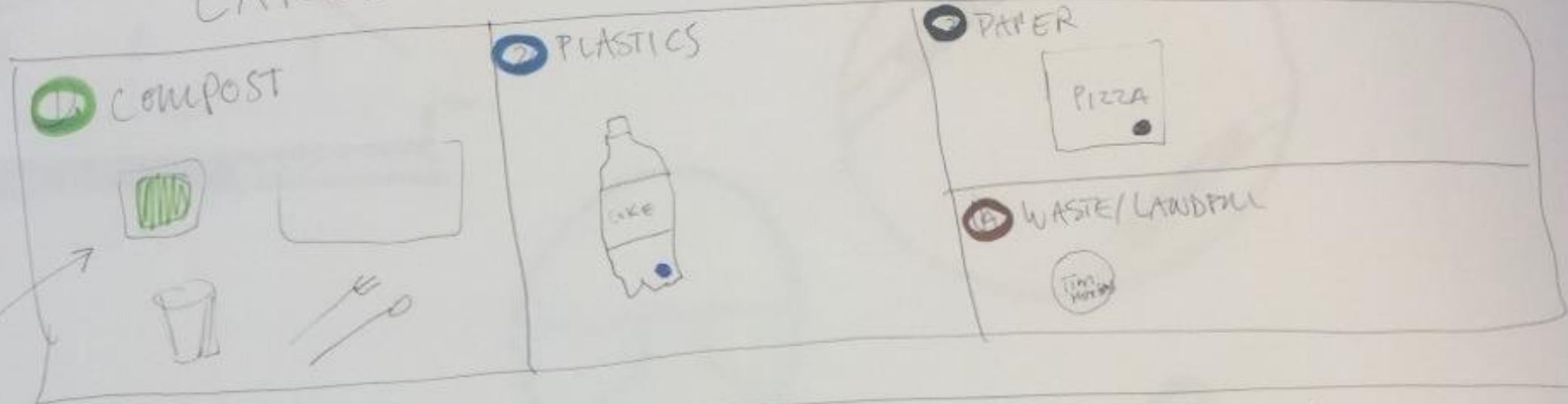
**HOW CAN WE  
TEST THAT  
ASSUMPTION?**

---



RECYCLING CENTRE

# CARLETON CARES: DO YOU?



COMPOST

PLASTICS

PAPER

LANDFILL

**CREATIVITY & COLLABORATION**

*(ok.. and some data..)*

# We Recycle. *You* make the difference.

STEP 1

POUR IT



STEP 2

COMPOST IT

Scrape your food waste  
& dispose napkins



STEP 3

RECYCLE IT

Is this Plastic or Metal?



Is this Paper Fibre?



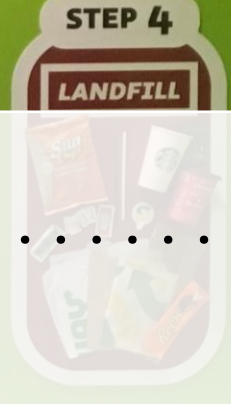
STEP 4

LANDFILL



= IMPROVED EXPERIENCE

We Recycle. *You* make the **difference.**



DROVE A DIVERSION IN WASTE FROM 12% .....  
TO 91% IN JUST 6 MONTHS.



“

The defining feature of an innovation culture is the belief that innovation is every employee's job, not just the domain of a few”

---

Dominic Price, Atlassian

From EXPERT OPINIONS to IDEAS FROM ANYWHERE



**HOW CAN WE  
TEST THAT  
ASSUMPTION?**







# MEASURE

MEASURE



LEARN

!!!?

**PROBLEM**



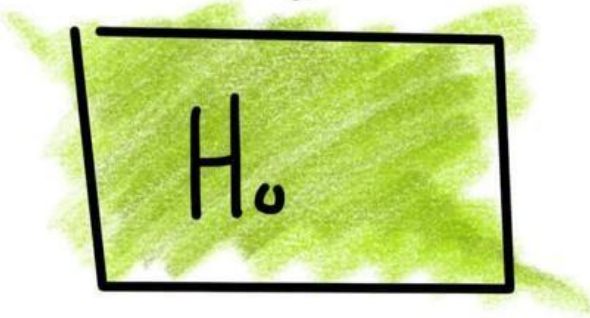
Hypotheses

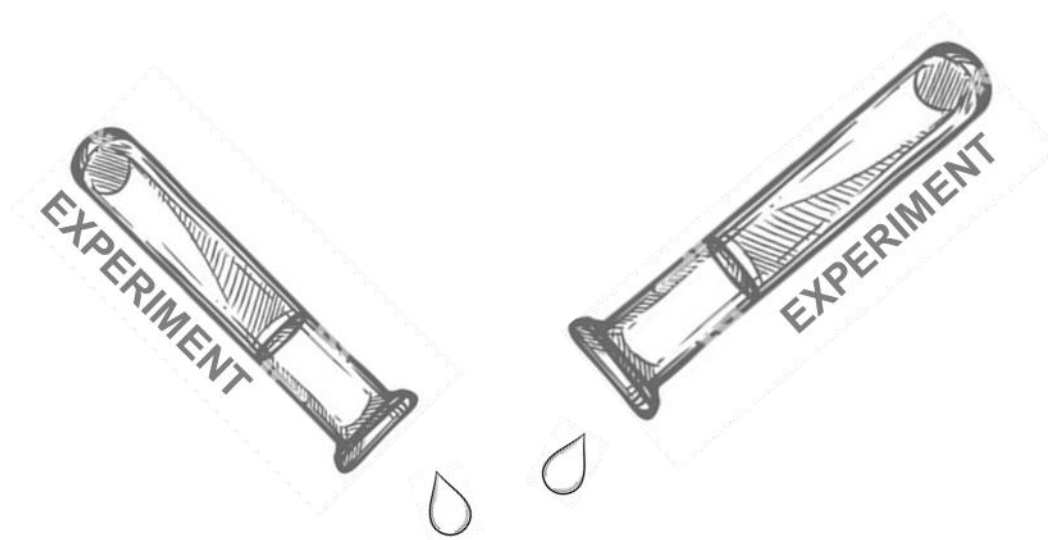


$H_0$

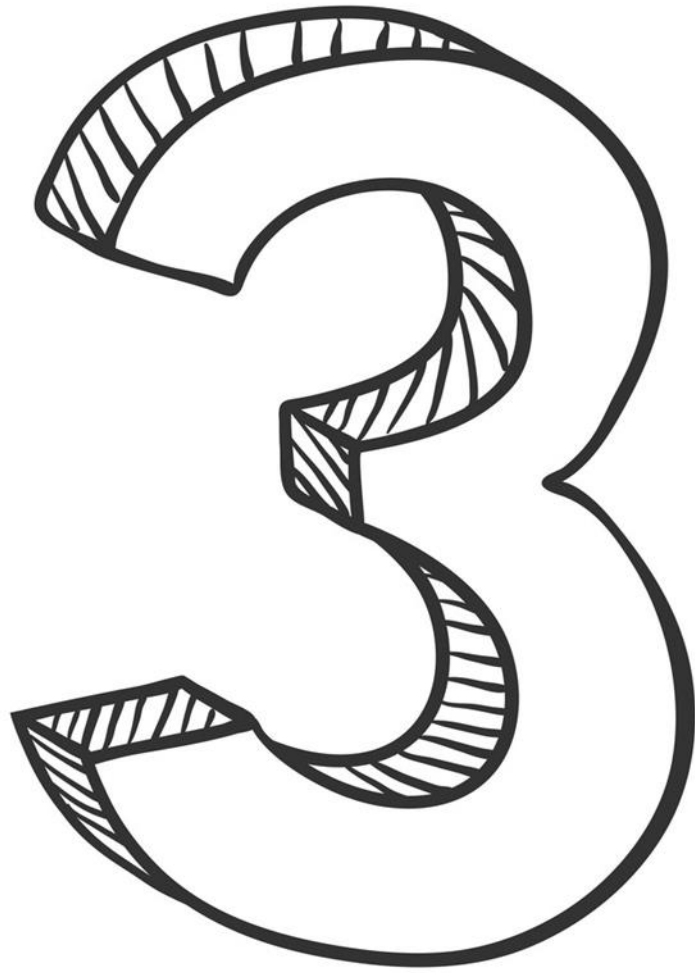
VS

$H_1$





**LEARNINGS**



**WHAT DID  
WE LEARN?**



100%  
NATURAL  
PROPELLANTS



FEBREEZE



*From* CULTURE OF GENIUS *to* CULTURE OF DEVELOPMENT



*From* CULTURE OF GENIUS *to* CULTURE OF DEVELOPMENT





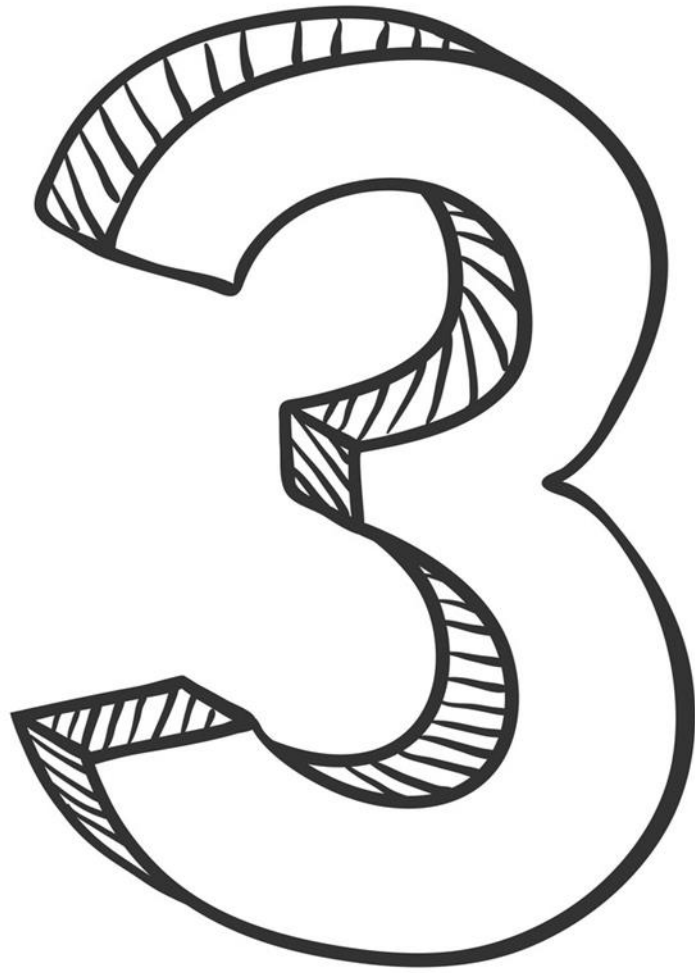
STRIVE FOR A **LEARN-IT-ALL**, RATHER THAN  
KNOW-IT-ALL MINDSET

GROWTH MINDSET

**PROGRESS**

————— **OVER** —————

**PERFECTION**



**WHAT DID  
WE LEARN?**



A photograph of a laboratory setting. Several individuals in white lab coats are working with glassware. In the foreground, a person's hands are visible, holding a round-bottom flask containing a green liquid. Another person is holding a larger flask, and a third is holding a smaller flask. The background is slightly blurred, showing more lab equipment and people. The word "EXPERIMENTATION" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**EXPERIMENTATION**

THIS IS HOW WE ALWAYS DO IT

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THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE ALWAYS DO IT

THIS IS HOW WE TEST

THIS IS HOW WE TRY

THIS IS HOW WE LEARN

THIS IS HOW WE TEST

THIS IS HOW WE TRY

THIS IS HOW WE LEARN



*From* **PLAN & PERFECT** *to* **ADAPT &  
PROGRESS**



*From* **EXPERT OPINIONS** *to* **IDEAS FROM  
ANYWHERE**



*From* **CULTURE OF GENIUS** *to* **CULTURE OF  
DEVELOPMENT**

So.. Is this “*safe to try*”  
with an activity?



## ACTIVITY

We will run a rapid experimentation exercise to **design a wallet or bag for your customer.**

At your tables, select one person to be your “Customer”. Learn about your customer and prepare a hypothesis.

### 1. DEFINE A CUSTOMER-FOCUSED HYPOTHESIS

For...

Our customer

We believe that...

Informed assumption of the user problem or behavior

So if we...

an action or solution, something we want the user to do

Then we will see...

the expected result or a measure of success

***HOW CAN YOU TEST THE ASSUMPTION?*** – Test your hypothesis statement with your customer to see if this delights them.

***WHAT DID YOU LEARN?*** – What would be one thing you could improve to better reach your *metric of success*?

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PRESENTS

# Agile ORLANDO 2023

JULY 24-28

**Join Agile Alliance today!**

Become an Agile Alliance member and help support our non-profit mission, while gaining access to valuable benefits like online events, in-person conference discounts, and event session videos.



#AGILE2023