



Test, learn, adapt

**A fast framework for
practical curiosity**

A GUIDE FROM THE CURIOUS LEADER

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What will you test?

What do you want to find out?

How will you experiment?

When will you experiment?

Perhaps it will unfold with a delightful absence of effort. But probably not. So be systematic and persistent. And give grand a wide berth: start with a part, not the sum.

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What are you learning?

Run and repeat the experiment

Gather the data

Dissect the data, expected and not

Was that a one-off? Do it again.

Give yourself *Fast Feedback*: what happened, worked, didn't, might next time? Get very curious: what do you notice; what can you still not see?



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How might you adapt?

Keep and apply what works

Ditch what doesn't work

Switch, adjust, tweak, test the new

Did it land? Keep and repeat. Suck or make no waves? Ditch. Sort of land, or might with a tweak? Switch round, up, across, over. Freshly emerge? You know the drill: ***test–learn–adapt***.

**Do more stuff on purpose
and less by accident.**

**Get radically curious about who
you are, how you lead and who you
want to become with my month of
Impertinent Questions and
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