



**Business
Lincolnshire**
The place to go for business growth

Next Level Growth

Sprint

 MICROCLEAR

An aerial night view of a large stadium, likely the London 2012 Olympic Stadium, with fireworks exploding above it. The stadium is illuminated with blue and white lights, and the surrounding area is dark with some city lights visible. The word "Welcome!" is overlaid in large, bold, yellow letters.

Welcome!





Hi!

Noreen Read

Business Lincolnshire



**Business
Lincolnshire**
The place to go for business growth

Next Level Growth

Sprint

 MICROCLEAR

DANIELLA
DRAPER



fizzco

1 Stop Spas
& Leisure



POLKEYCOLLINS

THE NEW
HOMES
AGENT

pjhlaw
Solicitors LLP

R

eComOne
eCommerce Growth Agency

FARM
ELECTRONICS





Anti - Skating

Made in Germany





SO



When it comes to growing your company...

What's the thing I love most?

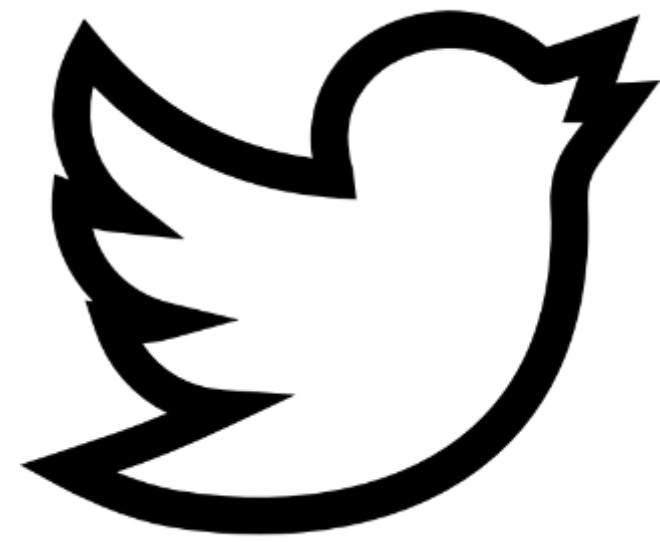
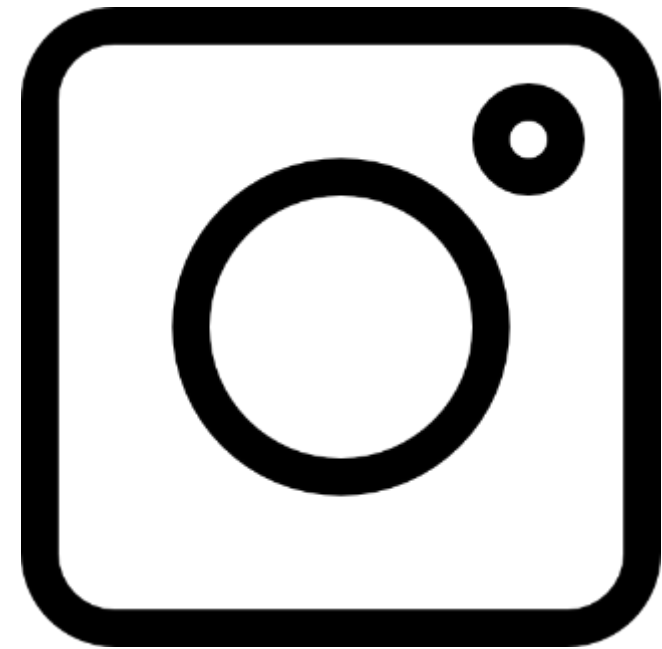
**What's the thing that frustrates me
most?**

Who I am

What we do

My two sides

#lincsprint





**Toilets / Fire
Alarms**

A close-up, artistic view of a camera lens. The lens is the central focus, with its intricate internal elements visible. The background is a soft, out-of-focus bokeh of blue and purple light, creating a dreamy, ethereal atmosphere. The lens itself is a mix of dark and light blue tones, with some purple highlights. The overall composition is circular, emphasizing the lens's shape.

**Photos /
Video**

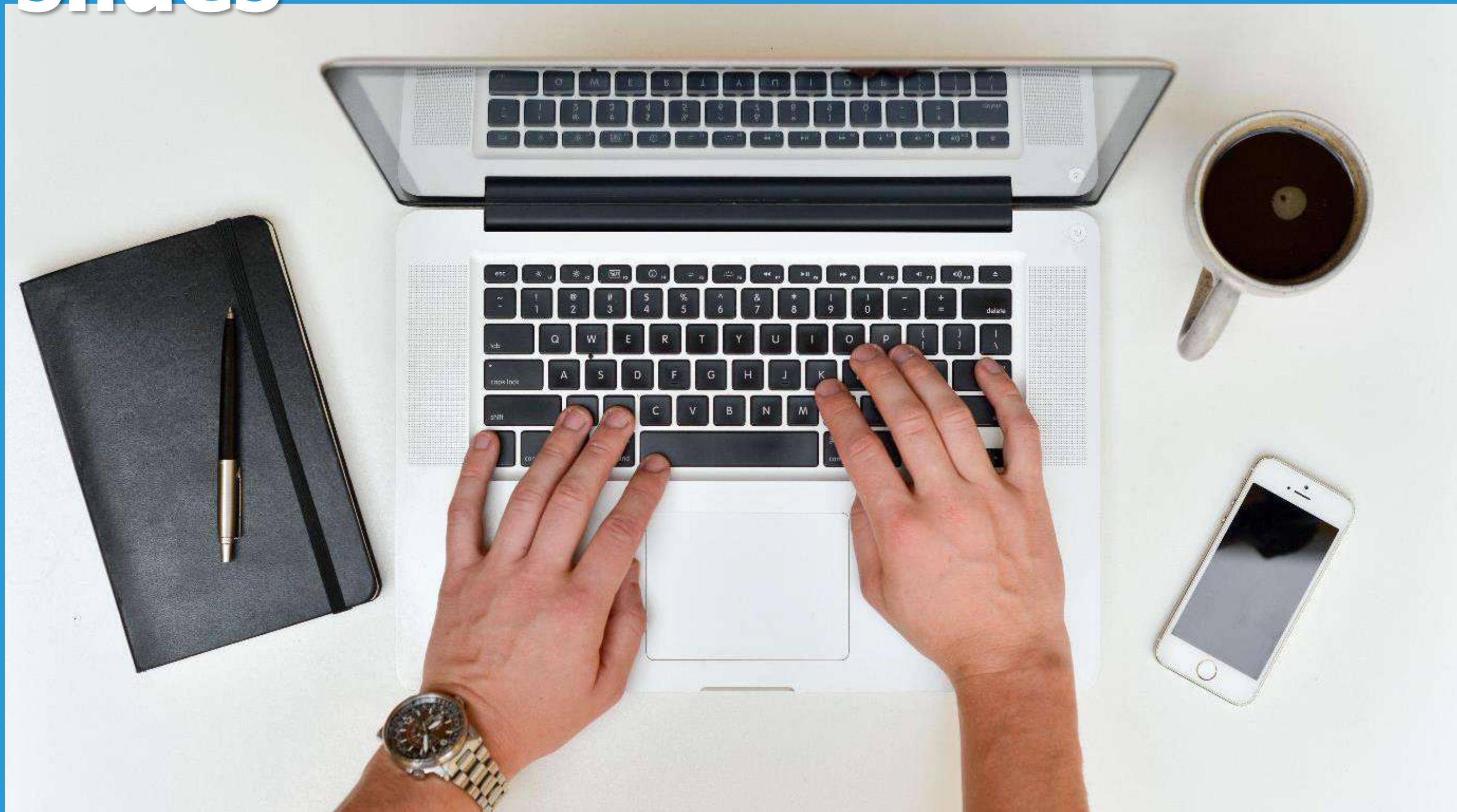


**No
devices**



Share & Learn

Please take photos of your work, BUT you will get a resource site with ALL the slides



**Let's set some
context**






MUCHCLEARER
DO LESS... BETTER





Rebecca Robinson



Sean Sankey



MUCHCLEARER.COM



GROWTH

SPRINT



Sprint Question

What are a few priority tests we could run to rapidly spark revenue growth?

**Growth doesn't happen by
itself**

It takes different kinds of investment

When it comes to investing in growth...

**You don't have to
spend a fortune or
take enormous
risks**

When it comes to investing in growth...

**TEST
EVERYTHING**

**TEST
EVERYTHIN
G**

...Cheaply

...Quickly

*...Meaningful
ly*

**It's about falling in
love with **experiments****



San Francisco, 2018



GV

AJ&Smart



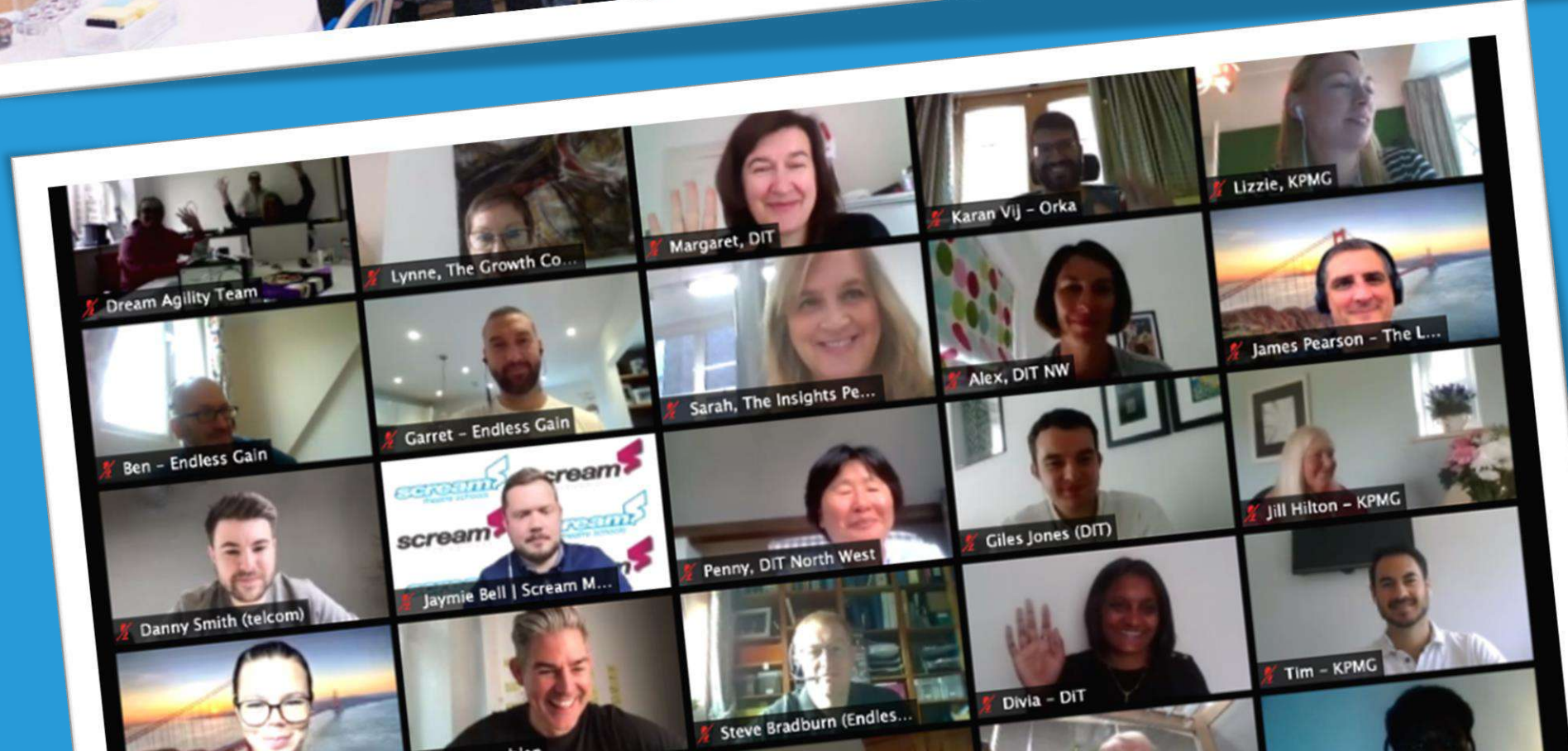
16 cycles

200+ companies across sectors

11 focused on domestic growth

7 focused on int'l Growth

Lots of copycat!



"Forced us to speak about the things we didn't have clarity on... and helped us start fixing those issues in the room"

Mercarto

"I wish I'd brought the whole team. We're doing a full debrief on this as soon as we get back!"

Membr

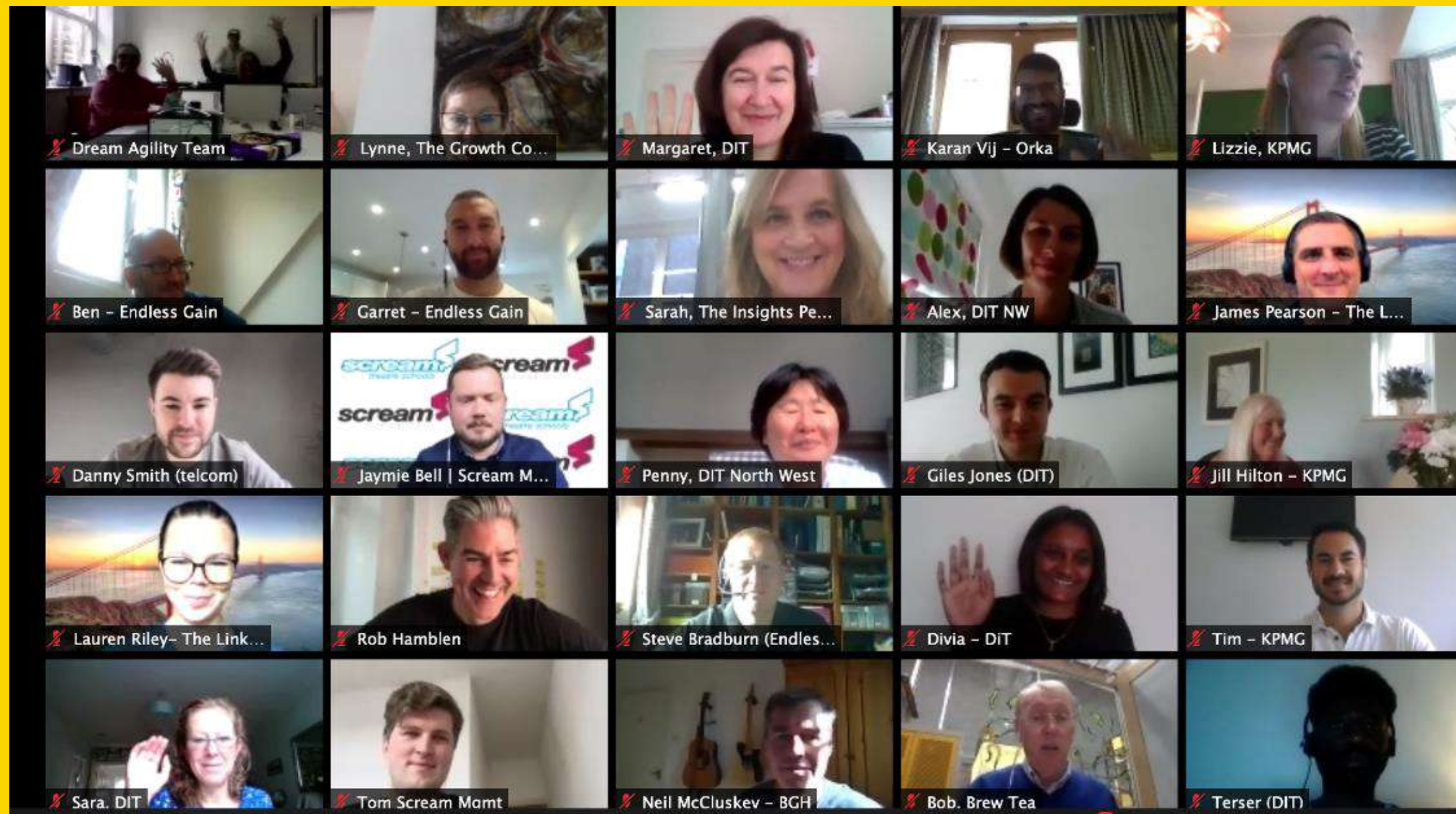
"We're leaving with actions that we can get started on immediately. Actions on topics that have become much clearer."

Reach and Rescue



260+ people

4.5 out of 5



FOUR CHUNKS OF VALUE

1

Getting properly aligned as a team on priorities, barriers and sacrifices

Extended time with experts who can help

3

2

Creating specific growth experiments

Learning the process and stealing the method

4

**It's about falling in
love with **experiments****



Growth Experiment Examples

What if we...

HMW
Find alternative ways to generate leads outside of recommendations from previous clients?

Cleared the diary for an 8wk CRM blitz

£5m in 8 weeks

HMW
Build our brand so we start getting inbound enquiries?

Split tested campaigns on TikTok

Whole new stream

HMW
Create 3 leads a month from online channels?

Mafia-Offered a new data service with client A

50% of biz, 18m on

HMW
Find alternative ways to generate leads outside of recommendations from previous clients?

Did a 3 week fact find to Tampa, FL

Office open in 6m

HMW
Create 3 leads a month from online channels?

Made the next 4 Fridays full day leadership meets

Landed Series A

24 Experiment Types

What do they look like?

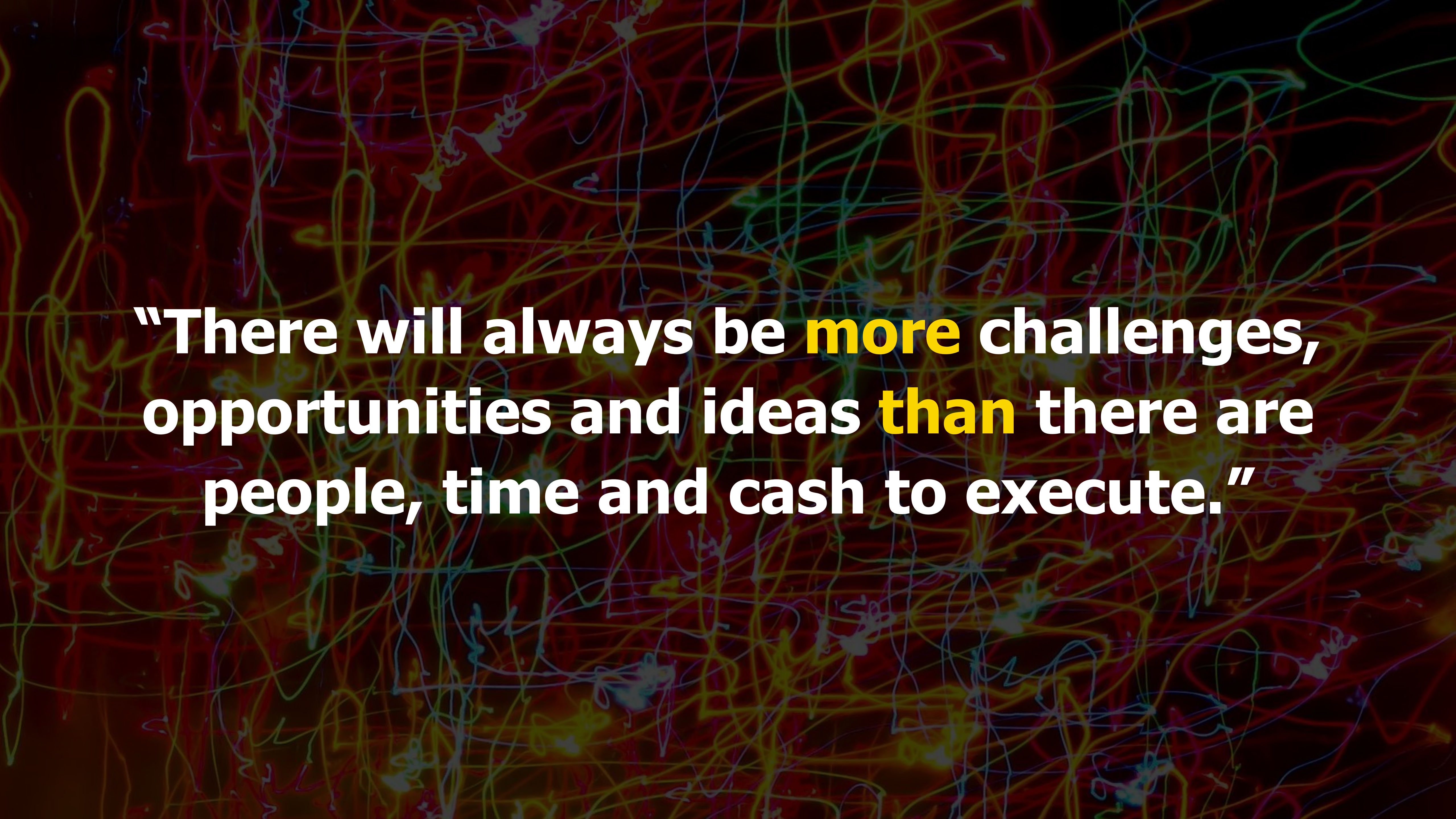
1. **Split Testing**
2. **MOM-Test Customer Interviews**
3. **Prototype / Mafia Offer**
4. **Fake Door Trial**
5. **Secondary Source Research**
6. **Traffic / Social Media Campaign**
7. **Competitor Usability**
8. **UX personalisation**
9. **Partner & Supplier interviews**
10. **Expert interviews**
11. **A day in the life**
12. **Discovery survey**
13. **Discussion forums**
14. **Feature Stub**
15. **Email campaign**
16. **Pop Up Store**
17. **Storyboard / Brochure**
18. **Explainer video**
19. **Clickable prototype**
20. **Single feature MVP**
21. **Process change**
22. **Simple landing page**
23. **Concierge Trial**
24. **Wizard of Oz**

Your priorities





**Vision
always
outstrips
capacity**



“There will always be **more challenges, opportunities and ideas **than** there are people, time and cash to execute.”**



Getting clear on priorities

A hallway with a repeating pattern of white doors set against a grey and white damask wallpaper. The floor is made of dark wood planks. The central door is highlighted in a bright yellow color, while the others are white. The text "Getting clear on priorities" is overlaid on the floor, with "clear" in yellow and "on" in white.

Getting **clear** on priorities



6-12m, our priority goals are...

Our main market facing opportunities are...



6-12m, our priority goals are...

1. Add 2 new major accounts (80K spend)
2. Launch VIPA solution in 3 existing depots & get IP to sell
3. Train all managers to upsell to existing clients and target 20k growth on each account

Our main market facing opportunities are...

1. October EXPO
2. Folkestone 'land grab'
3. Licensing VIPA
4. Great relationships with MDs / Logistics Mgrs to build on
5. Fresh / younger digitally-aware talent coming through

Guidance on getting clear

- 1. There's lots to do (!), but what matters most**
- 2. Focus on Product, Customer or Financial goals**
- 3. Articulate specific customers / channels as opportunities**
- 4. If you're unclear / torn, don't worry... we can iterate!**

This time is only as useful to your willingness to lean into conversations that matter



SO



20m

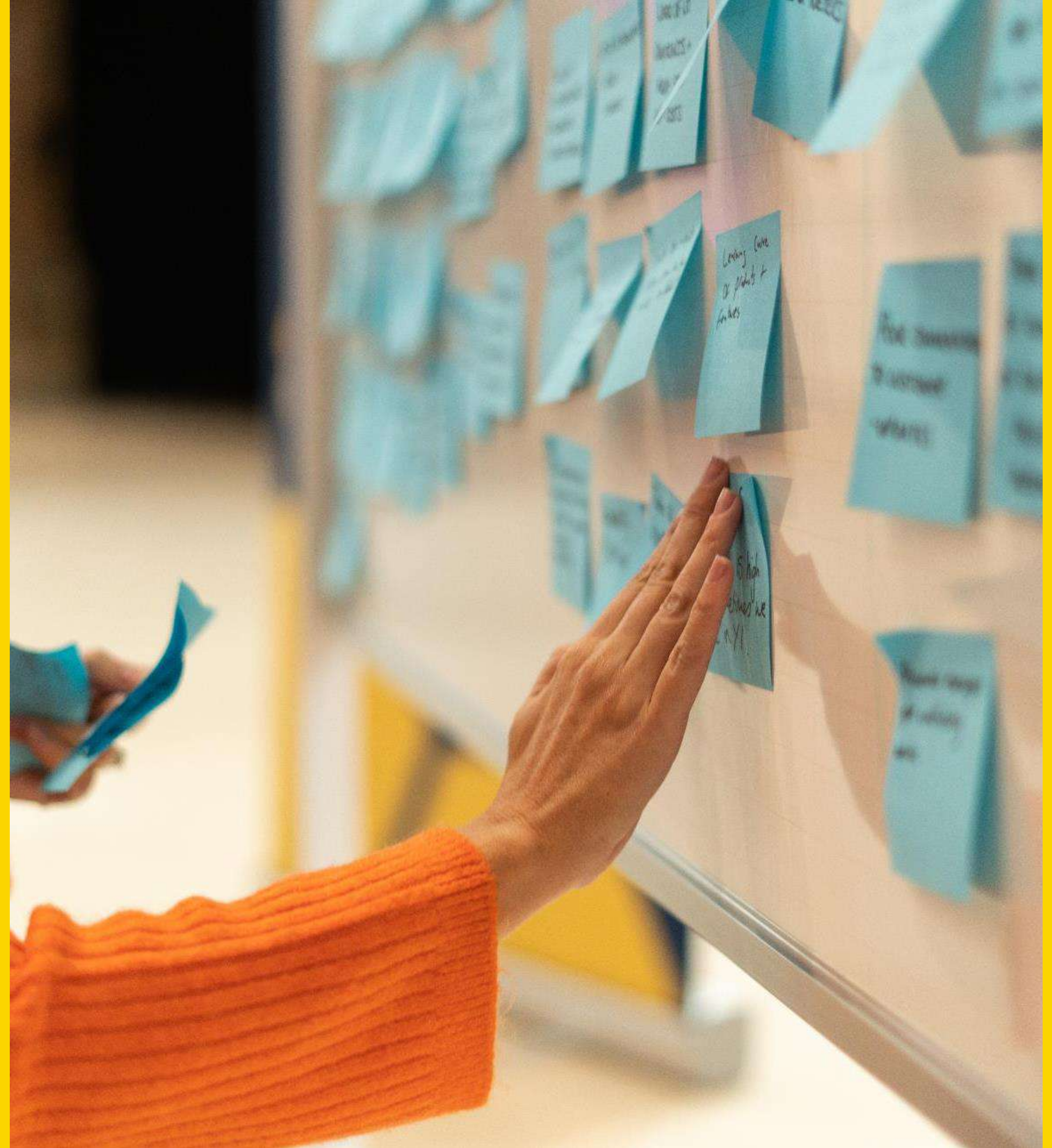
6-12m, our priority goals are...

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Growth Sprint



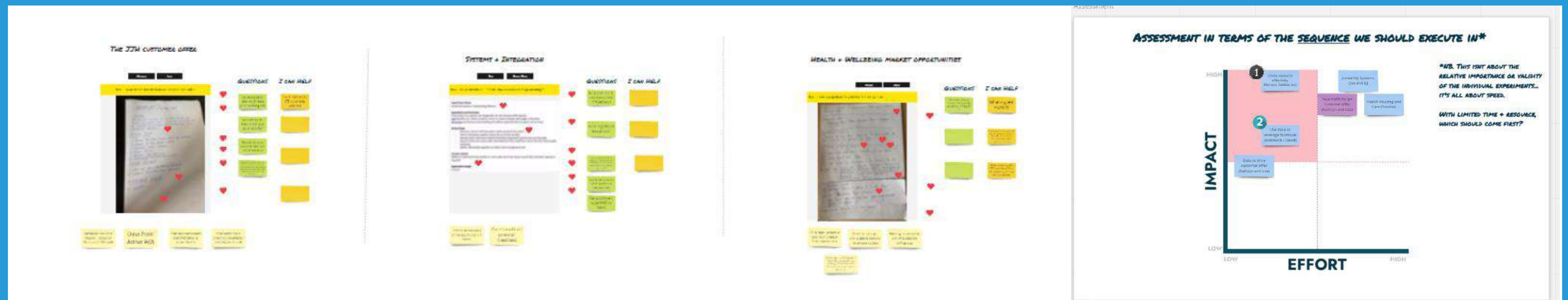
Not a seminar. An actual workshop... Making things

6 hours

5 exercises

3 people

A suite of specific growth experiments for your company...
...prioritised, ranked and ready to go!





Three principles

**Together,
Alone!**





**Don't rely
on creativity**

**Getting
started is
better than
being right**





Three roles

Roles

Leaders

Rebecca / Sean co-ordinating from the centre.
Can be pulled into teams if needed to clarify / help

Businesses

(incl 1 Facilitator)

Three people from each business.
One person who doesn't mind scribing / steering conversation

Partners

Moving around tables supporting you in succeeding through the process

What is a Growth Experiment?

“A 3-6 week effort to test a theory about something that could spur growth”

“A 3-6 week effort to **test a theory about something that **could** spark growth”**

Assumption / Hypothesis

Webinars are working, but not well attended enough.

If we segment our mailing list to three personas and target content at them with a super easy ask / micro-commitment then we should see an uplift in reg's

Experiment name

Compelling content to capture

Length

6 weeks

Action Steps

1. Break our list (c.300) into A. FANS recurring buyers, B. WARM LEADS (<6m), and C. COLD CONTACTS (<12m)
2. Create specific 45 sec explainer video & CTA for each group
3. Mail out and monitor click throughs / signups

Learning / Success Measure

20-50% uplift in registrations
(average 20 per campaign)

Sprint Question

What are a few priority tests we could run to rapidly spark revenue growth?

HOW TODAY'S FASTEST-GROWING
COMPANIES DRIVE BREAKOUT SUCCESS

HACKING GROWTH

SEAN ELLIS
FOUNDER OF GROWTHHACKERS.COM
& MORGAN BROWN

Acquisition

Activation

Retention

Acquisition

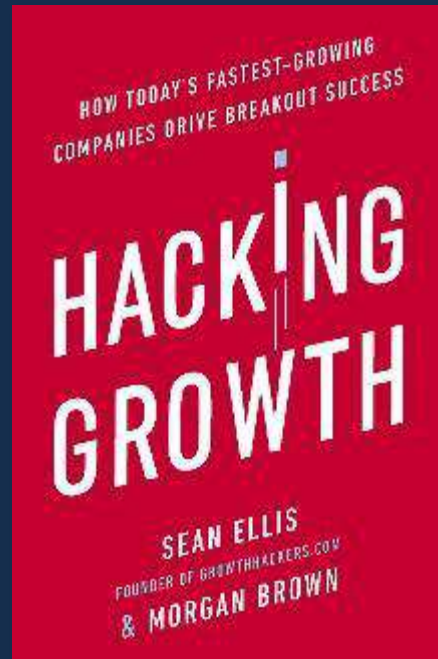
How do we increase leads / interest?

Activation

How do we increase buying decisions?

Retention

How do we increase spend / LTV?

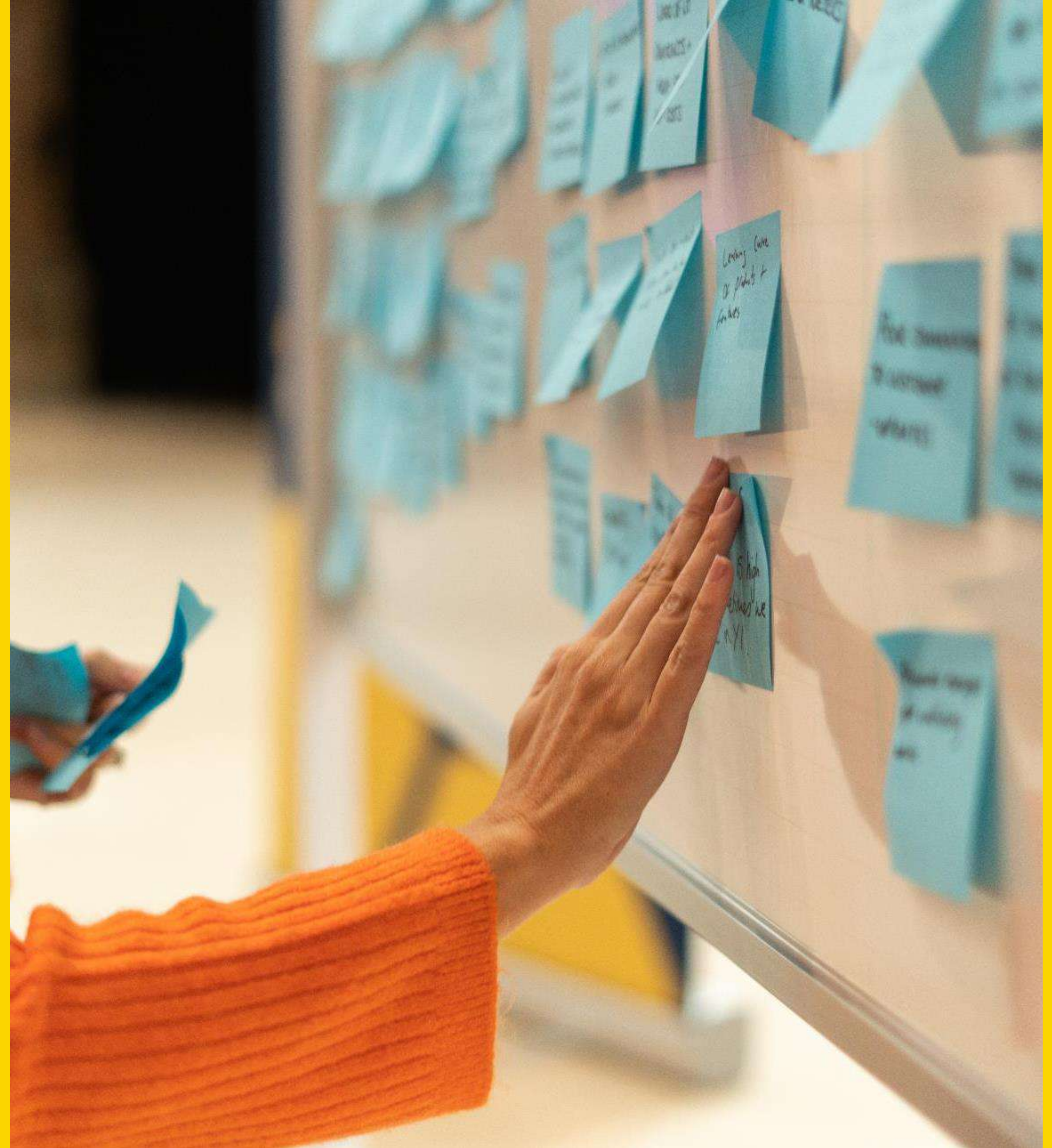


Sprint Question

What are a few priority tests we could run to rapidly spark revenue growth?

**So, let's get into
it!**

The Five Stages



0

Sprint Question / Lens

1

“The Boat”

2

“How Might We’s”

3

Lightning Demos

4

**Growth Experiment
s**

5

Prioritise & Commit

0

Sprint Question / Lens

1

"The Boat"

2

"How Might We's"

3

Lightning Demos

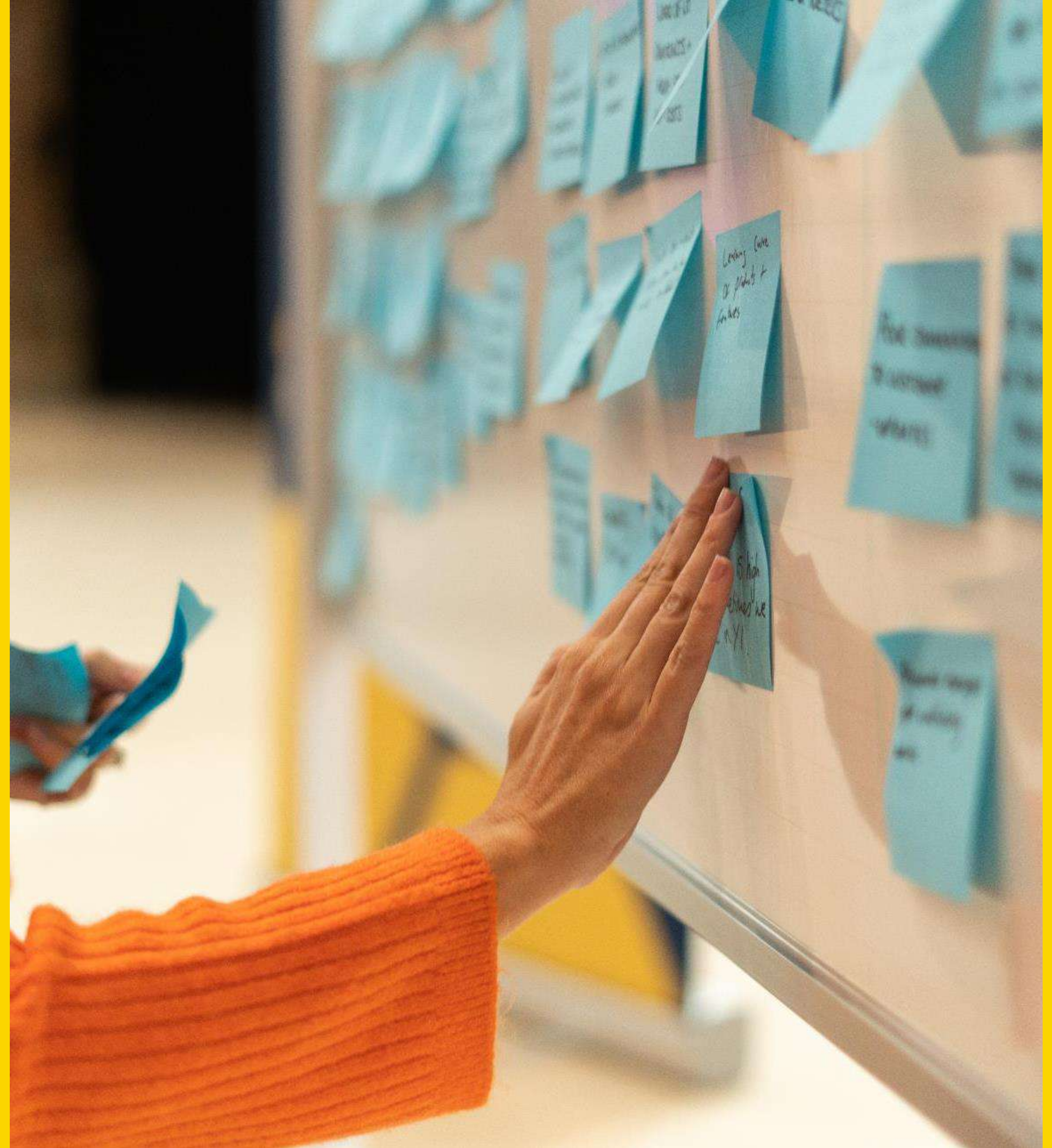
4

**Growth Experiment
s**

5

Prioritise & Commit

The Boat

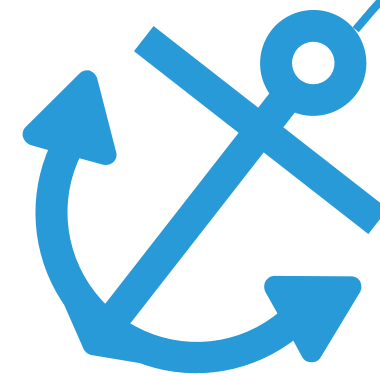


Sprint Question

What are a few priority tests we could run to rapidly spark revenue growth?



forward?



back?

**What's
moving us
forward?**



back?

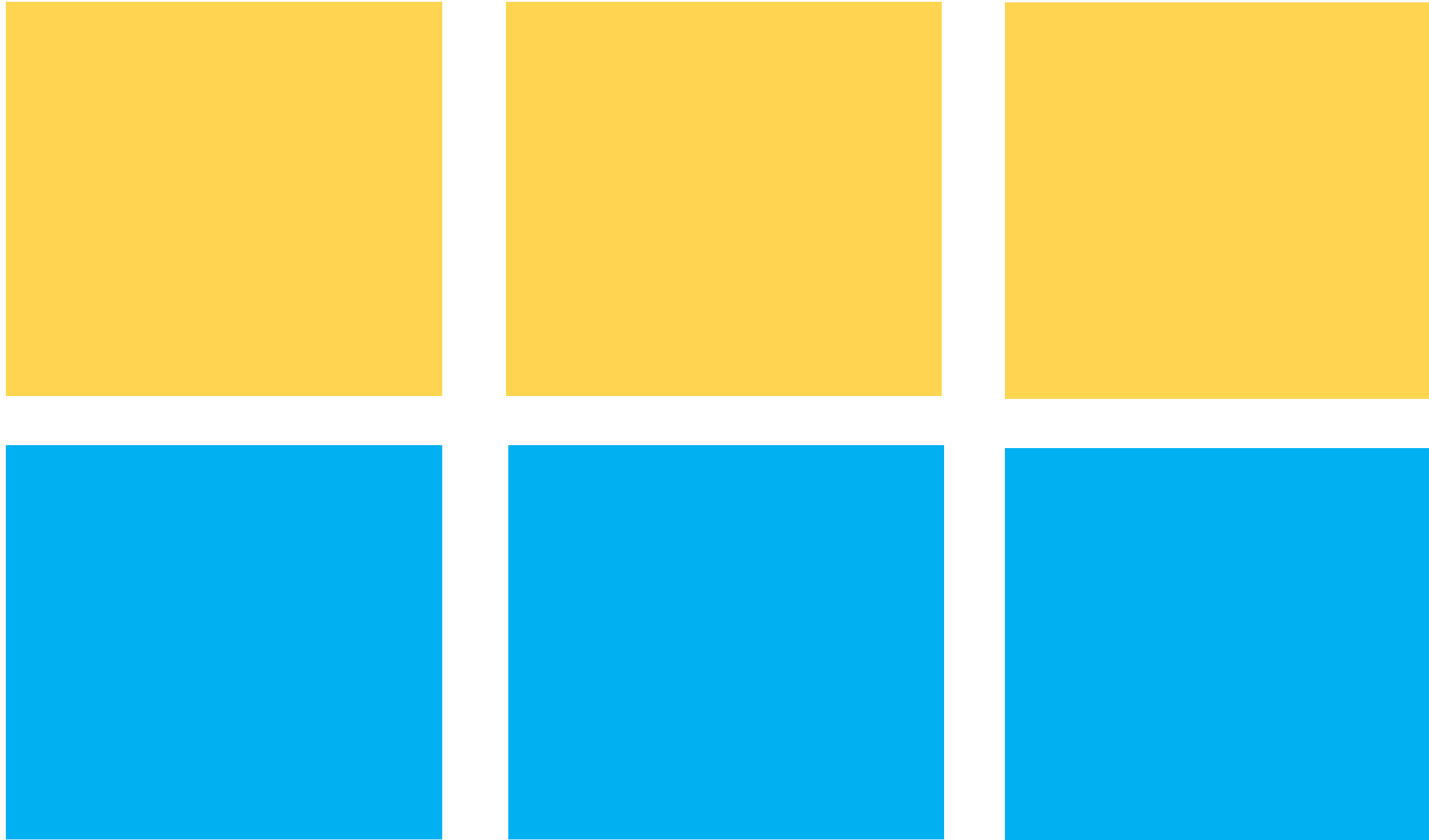
**What's
moving us
forward?**



**What's
holding us
back?**



Step 1: Create Input



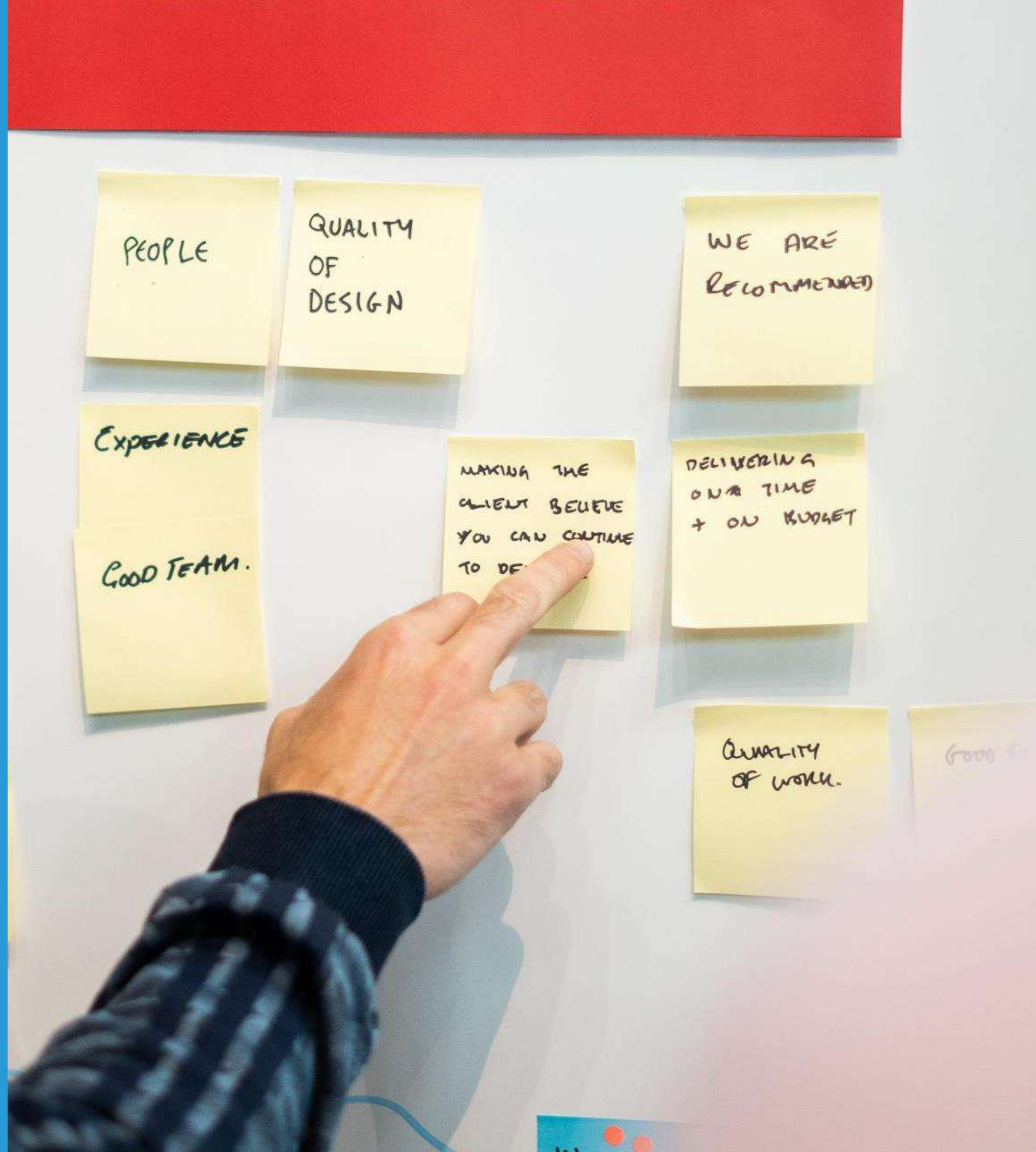
What's moving us forward?

Our Sales Director
has brought in 3 new
clients in last six
months

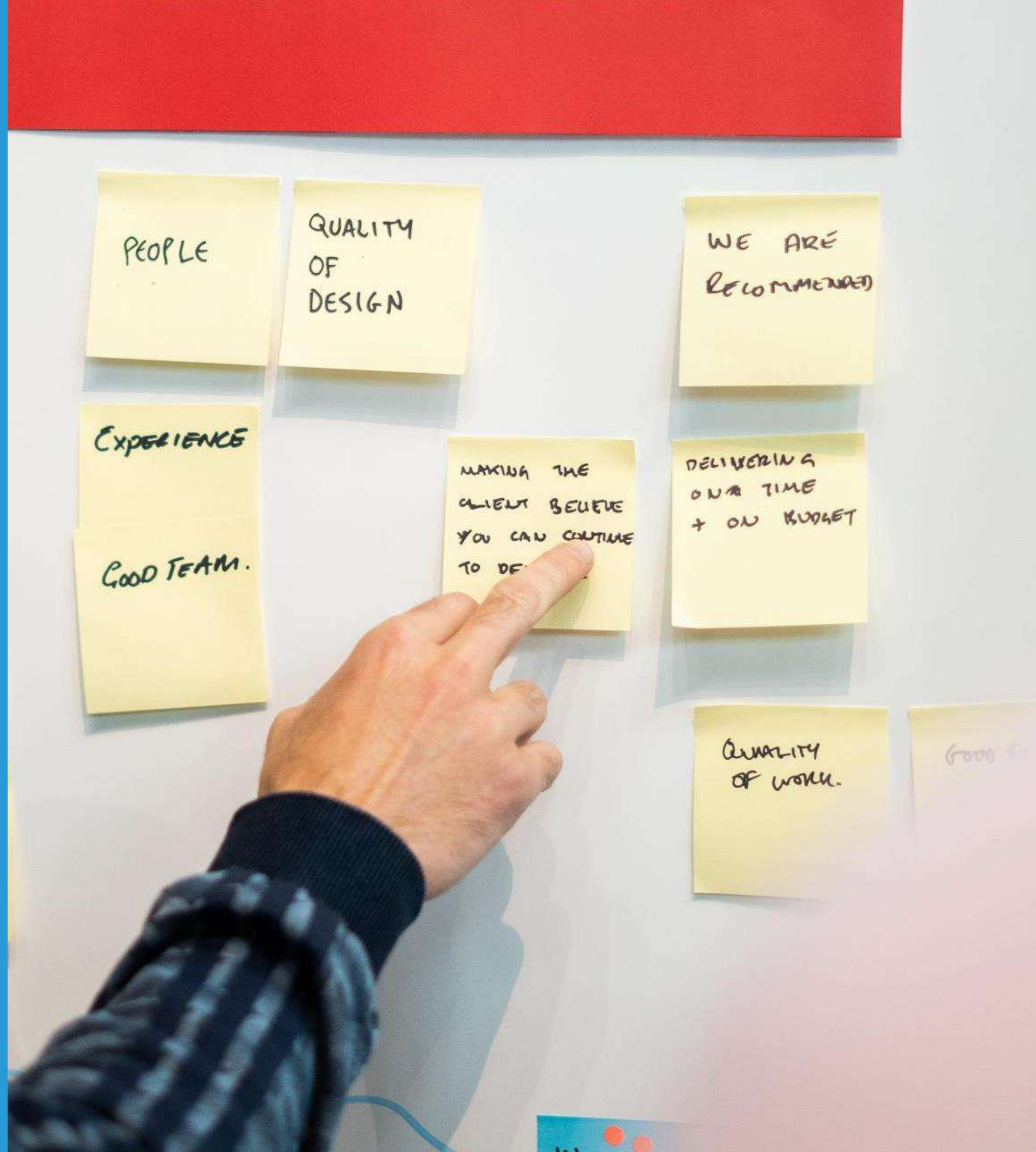
Most qualified leads
quickly turn in to
customers

Clients stay with us
for years





One idea per post-it!



**A short sentence
is MUCH better
than just one
word**

SO



What's moving us forward?

TOGETHER ALONE

4-6m

Our Sales Director
has brought in 3 new
clients in last six
months

Most qualified leads
quickly turn in to
customers

Clients stay with us
for years



1

THE BOAT

What is moving us forward?

Remember to consider resources, attitudes and knowledge

What is holding us back?

2

Voting Area

Move your BLUE challenges down here and remove duplicates. Then use the red dot stickers found in your basket to vote on top priority challenges.

3

Prioritisation

Move the top voted posts to Tier 1, the next highest to Tier 2 etc...

Tier 1

Tier 2

Tier 3

What's holding us back?

TOGETHER ALONE

4-6m

We only get clients through recommendations

Agreeing terms for invoicing drags out our ability to close deals

Most clients move onto a cheaper agency once our first project is complete



1

THE BOAT

What is moving us forward?

Remember to consider resources, attitudes and knowledge

What is holding us back?

2

Voting Area

Move your BLUE challenges down here and remove duplicates. Then use the red dot stickers found in your basket to vote on top priority challenges.

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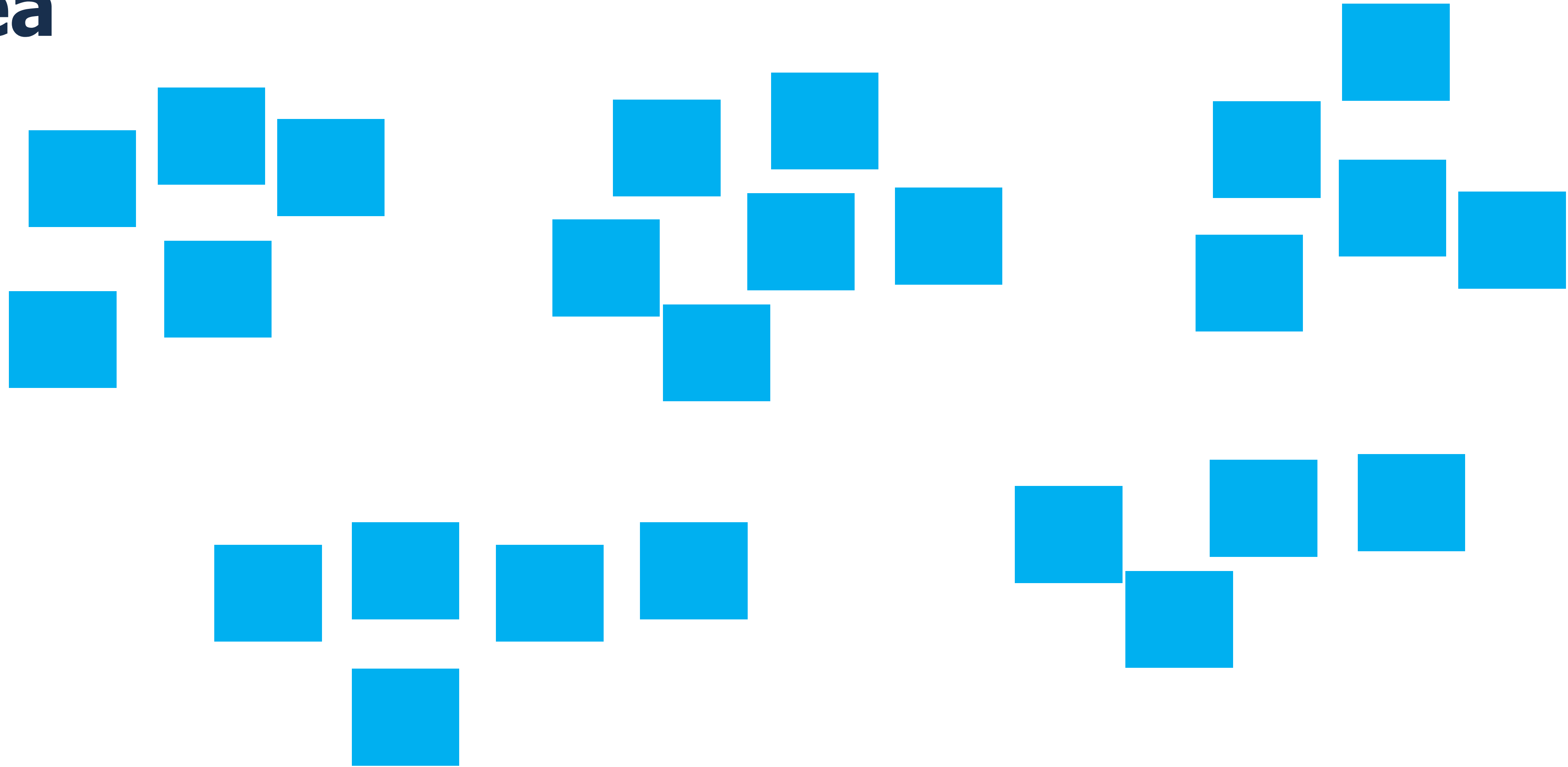
Tier 1

Tier 2

Tier 3

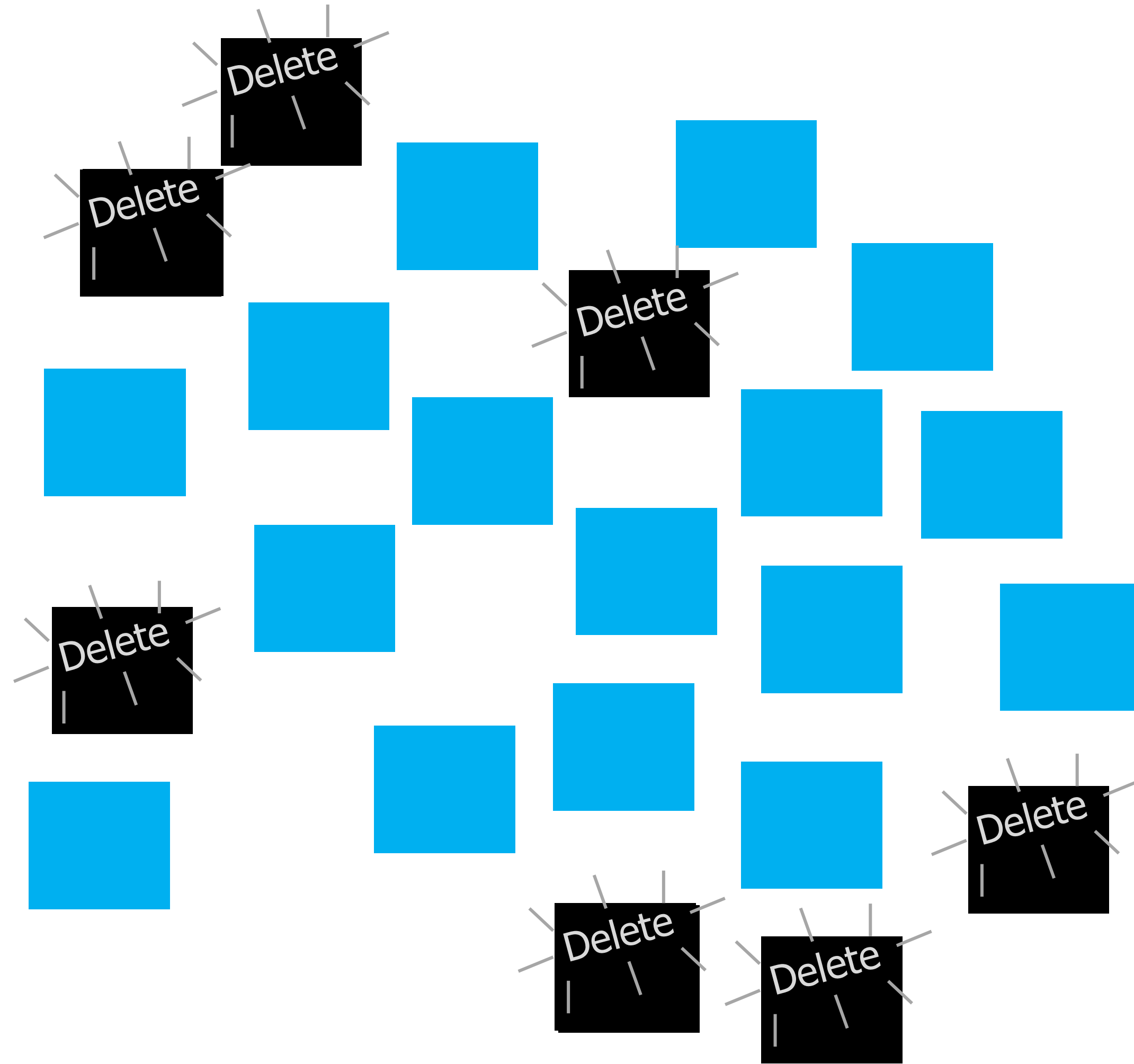
Step Two:

Move ONLY your “Challenges” onto the Voting area



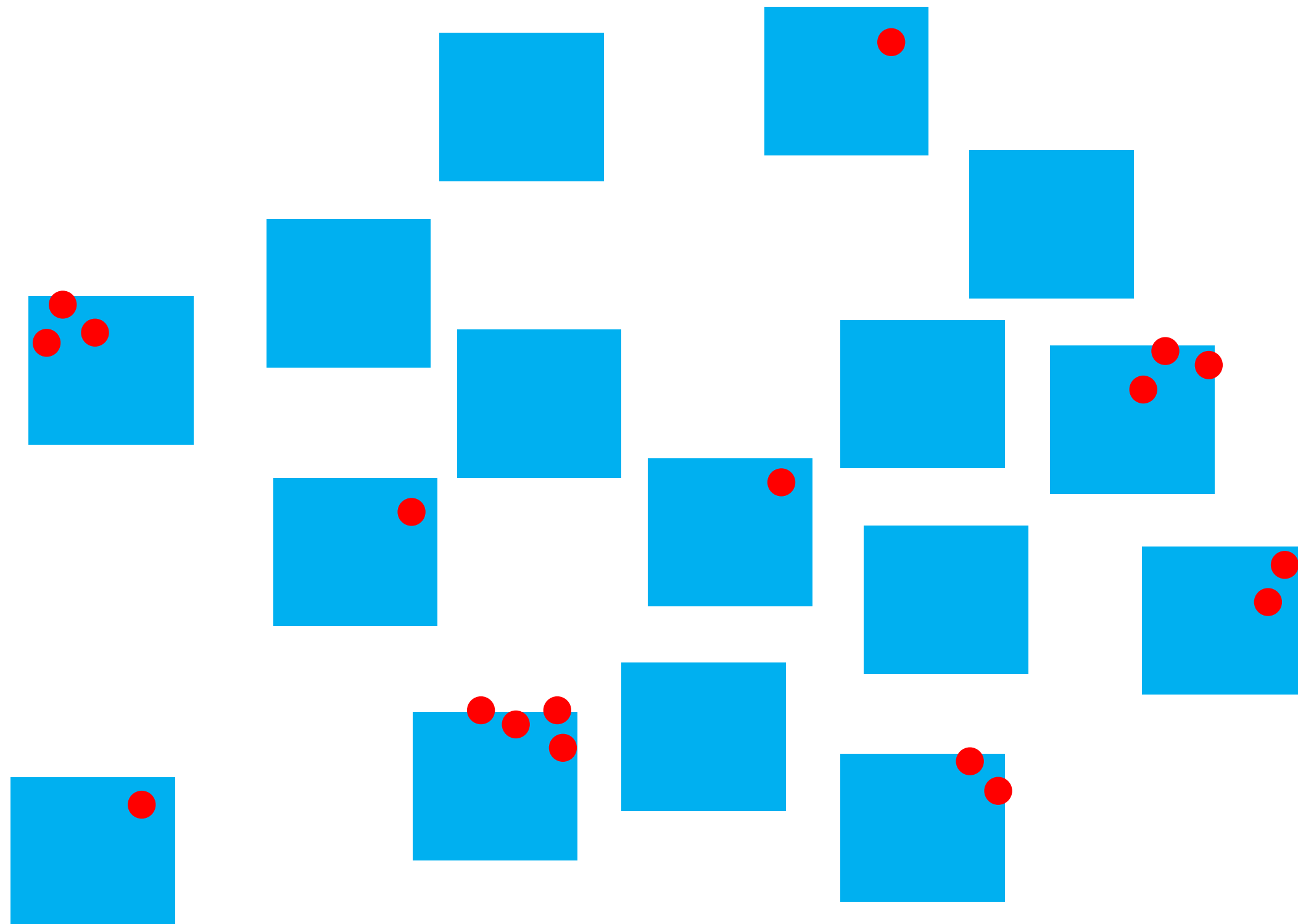
Facilitator "De-duplicates"

5m



Everyone 'Dot Votes' the what they think should get attention first

5m

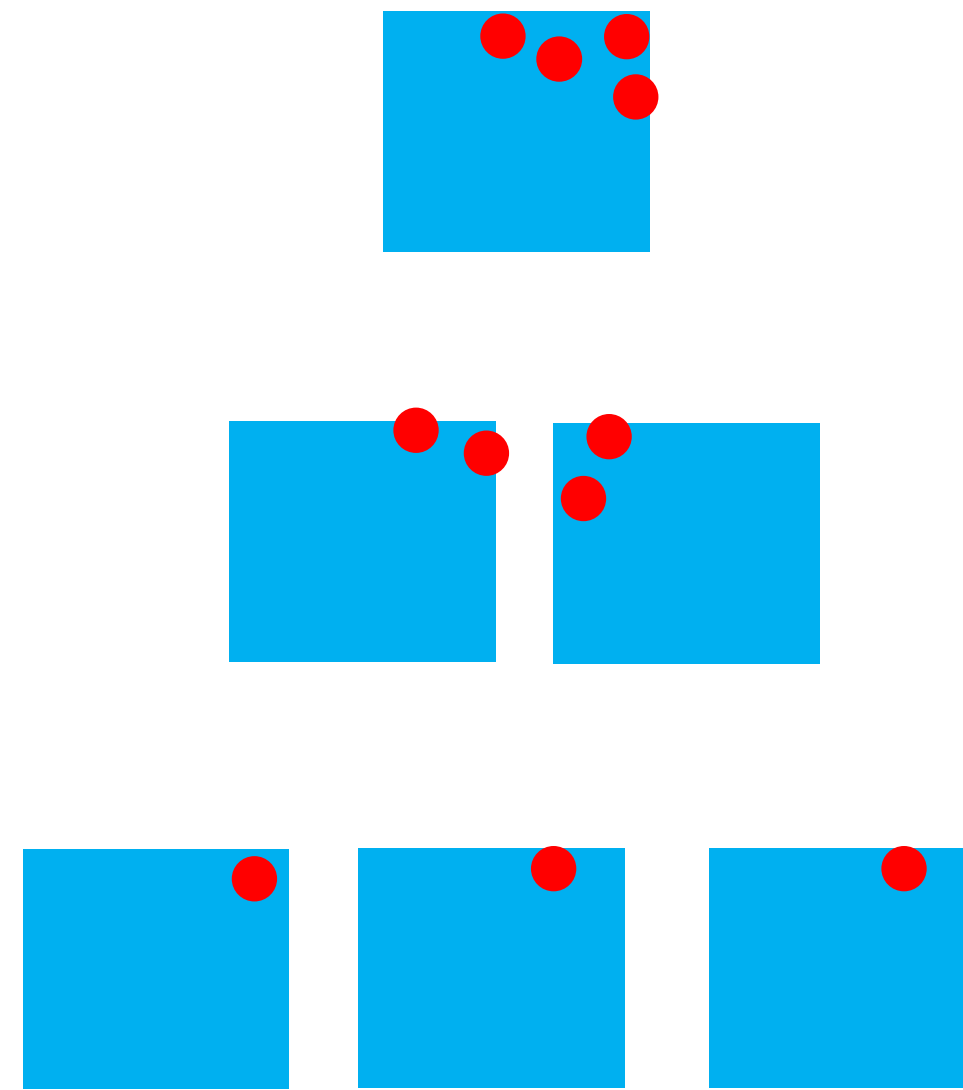
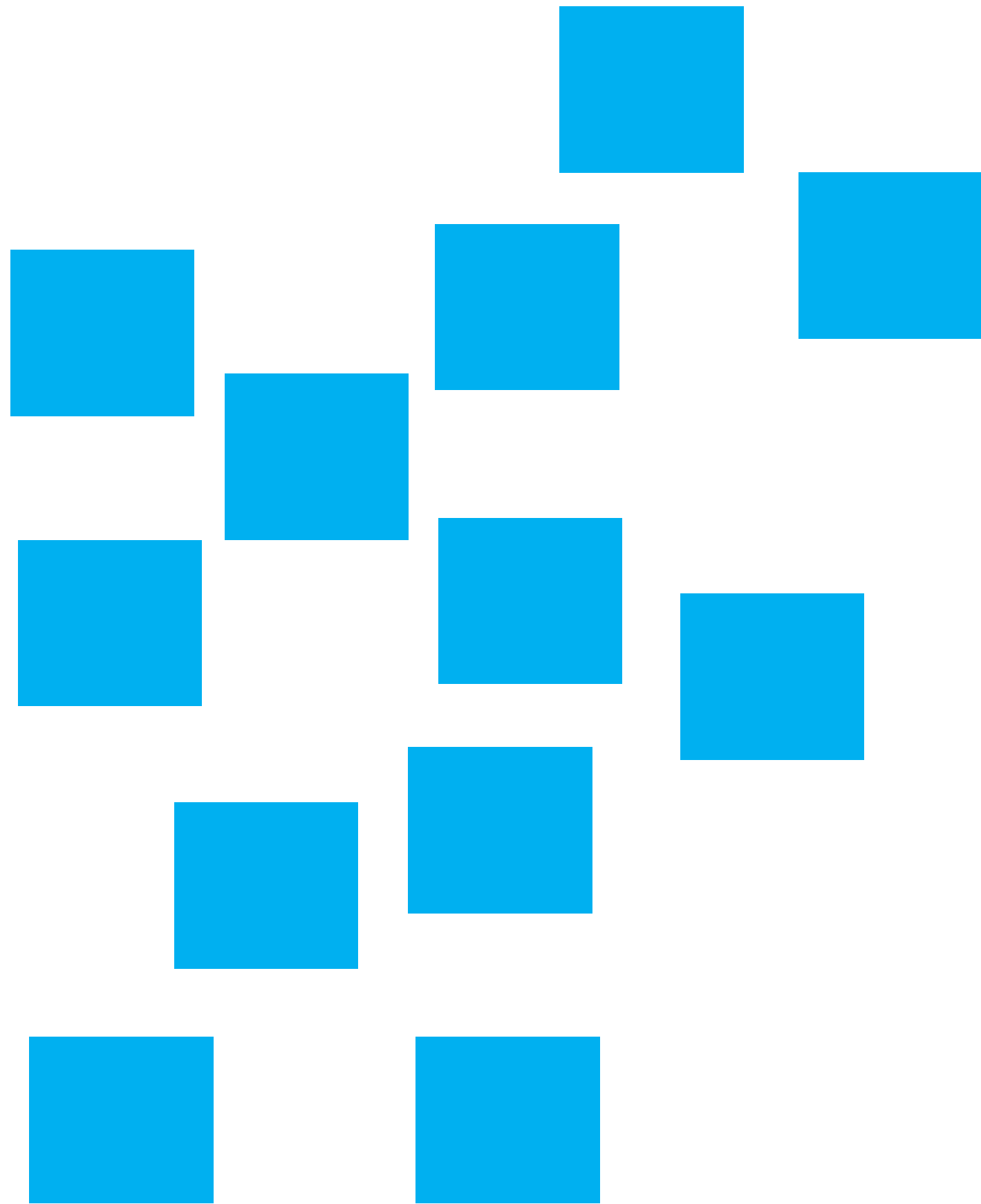


Grab **3 red dot stickers** per person and **DECIDE** where you're going to vote on the most pressing challenges / blockers to growth

Multiple votes allowed

Step 3: Prioritise

3m



**Facilitator moves
post-its across.**

**Have a short
discussion about
what's bubbling
up.**



HMWs



0

Sprint Question / Lens

1

"The Boat"

2

"How Might We's"

3

Lightning Demos

4

**Growth Experiment
s**

5

Prioritise & Commit



Turn a problem into a "HMW...?"

We only get clients
through
recommendations



HMW

Find alternative ways to generate
leads outside of recommendations
from previous clients?



FJ Rutjes

Sean Sankey



0:02 / 7:32



**Do you like
tuna?**



HMW

...help people who DO like tuna eat
it more frequently?



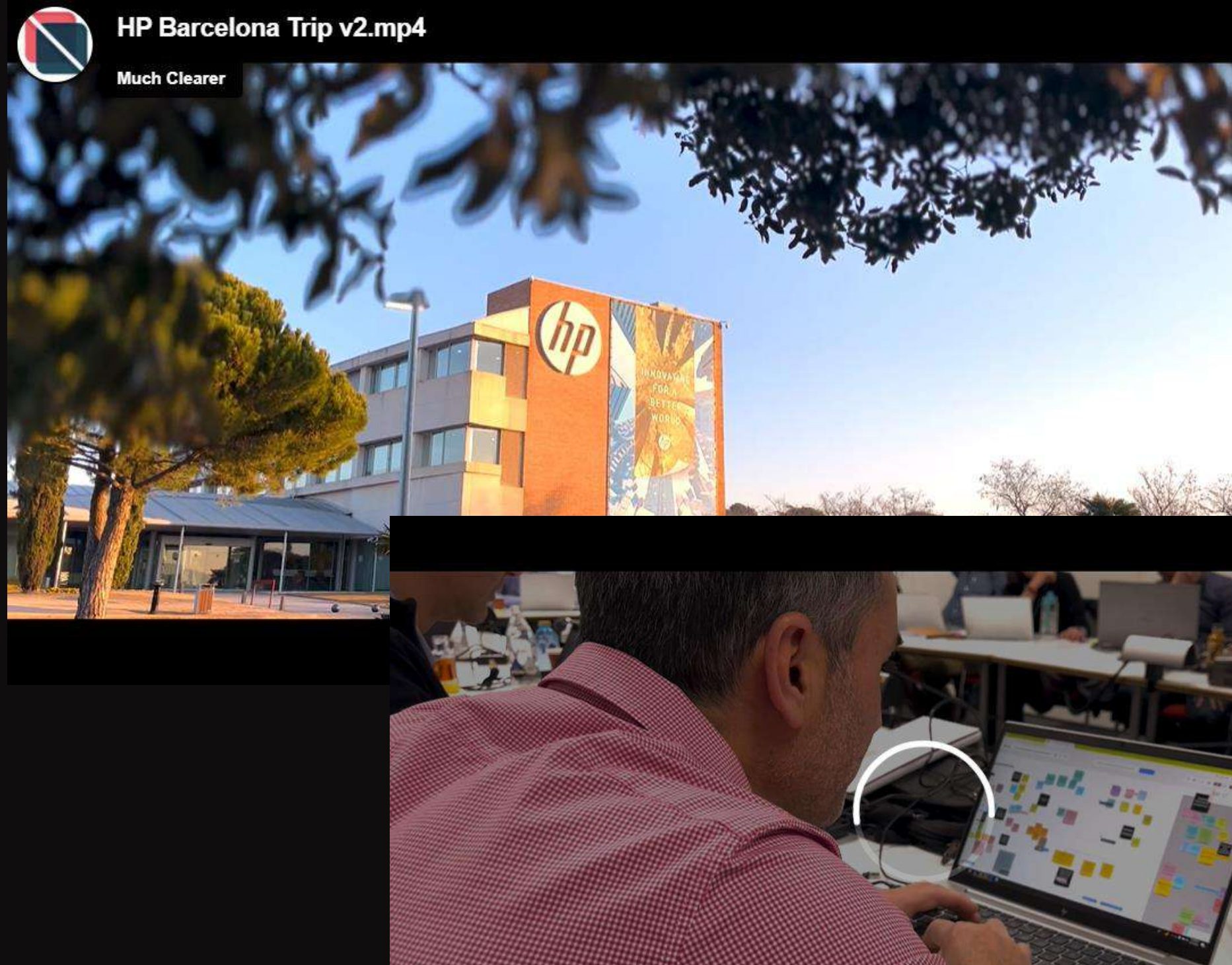
TUNA ON THE GO



HMW

...get HP's Incubation team to
rebuy an innovation project?







Turn a problem into multiple potential

"HMW's...?"

We only get clients
through
recommendations



HMW

Find alternative ways to generate leads outside of recommendations from previous clients?

HMW

Build our brand so we start getting inbound enquiries?

HMW

Create 3 leads a month from online channels?

Rules for writing a good one

- 1. Be specific...**
- 2. You're narrowing down the problem you're trying to solve**
- 3. You're not creating another macro Sprint Question**

SO



First...

- 1. Take the top challenges and allocate 1 to each person**
- 2. Each person write out 3 different potential HMWs for each challenge**
- 3. Pick your favourite and "Create your stack"**



Anchor / Problem

HMW

We only get clients through recommendations

- HMW
Find alternative ways to generate leads outside of recommendations from previous clients?
- HMW
Build our brand so we start getting inbound enquiries from the US?
- HMW
Create 3 leads a month from online channels in Europe?

We don't have a strong enough ground team in the US

- HMW
Recruit two additional salespeople?
- HMW
Understand what talent is needed to best leverage the momentum we have on the ground?
- HMW
Empower and enable our US Sales lead to build their team quickly?

Pods: Share and Learn



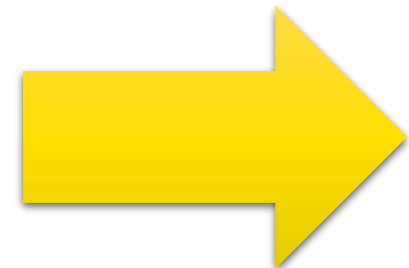
Pods: Share and Learn

1. Follow the instructions in moving where you need to go.



2. Introduce yourselves / your roles.

3. Share ...



Share

20m

- 1. Intros, Roles, Business etc**
- 2. Your HMW's / Key growth challenges**
- 3. Share some early ideas around the table (i.e. Reminds me of... What about... ?)**

Lightning Demos



0

Sprint Question / Lens

1

The Grid

2

The Boat

3

**Lightning
Demos**

4

Growth
Experiment
s

5

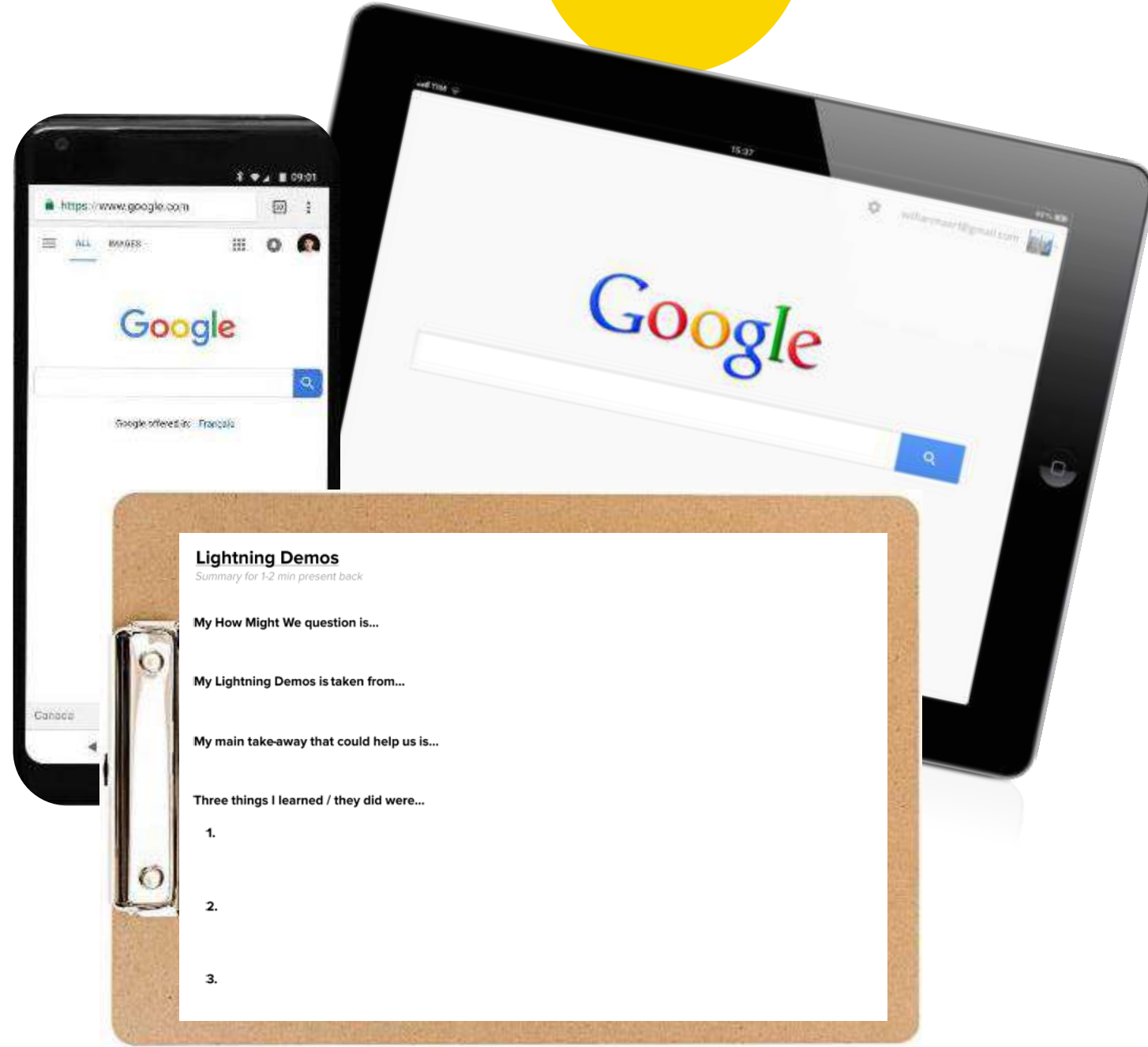
Prioritise &
Commit

What's this for?

- 1. Taking our HMWs and doing some research to inform thinking**
- 2. Capture our findings and ideas simply and quickly**

Step 1: Research

20m



Step 2: Demo

15m





Lightning Demos

Summary for 1-2 min present back

My How Might We question is...

My Lightning Demos is taken from...

My main take-away that could help us is...

Three things I learned / they did were...

1.

2.

3.

HMW

Find new ways to generate leads
outside of recommendations from
previous clients?

**We're gonna scrape some
collective wisdom from the
internet**

**Google search - "Examples of
companies who have XYZ"**

**CHATGPT – "Give me ideas for
answering the following question: How
might we..."**

Search anywhere and everywhere...

JOHN MCELBOROUGH BLOG CONSULTING TOOLS ABOUT

51 Inspired Examples of Growth Hacking Strategies & Techniques From The World's Most Innovative Businesses

```
a = 0;
$("#User_logged").a(a);
function(a);
```

- Blogs

Spotify

Music for everyone.

Millions of songs and more at your fingertips.

GET SPOTIFY PREMIUM

GET SPOTIFY FREE

- Products you use

GW. Our data Our platform Resources Pricing About Sign in Free demo

Report

Connecting the dots: 2022's biggest consumer trends

Download now

- Published research

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

- Chat GPT

https://www.theguardian.com/technology/2016/may/26/five-of-the-best-meditation-apps

Calmed

Android / iOS

Calmed

Meditate

Daily Calm
May 26 - Pausing 9:58

PROGRAM

- 7 Days of Calm
Learn the basics of mindfulness meditation
- 21 Days of Calm
Deepen your mindfulness meditation practice
- 7 Days of Calming Anxiety
Experience reduced levels of anxiety
- 7 Days of Focus

- Case studies

HIVE PLANS PRODUCTS SERVICES ABOUT SUPPORT A British Gas innovation

Free Amazon Echo Dot (3rd gen)

With every Hive Active Heating purchase¹.

The Hive Active Heating Kit

Get the temperature at home just right from wherever you are with the UK's favourite smart thermostat.

- Examples outside of sector

HMW

Find new ways to generate leads outside of recommendations from previous clients?



Hannah Ellen

Oct 15, 2020 · 5 min read · Member-only · Listen



How Gymshark Used Influencers to Become a \$1.3 Billion Brand

They put competitors to shame

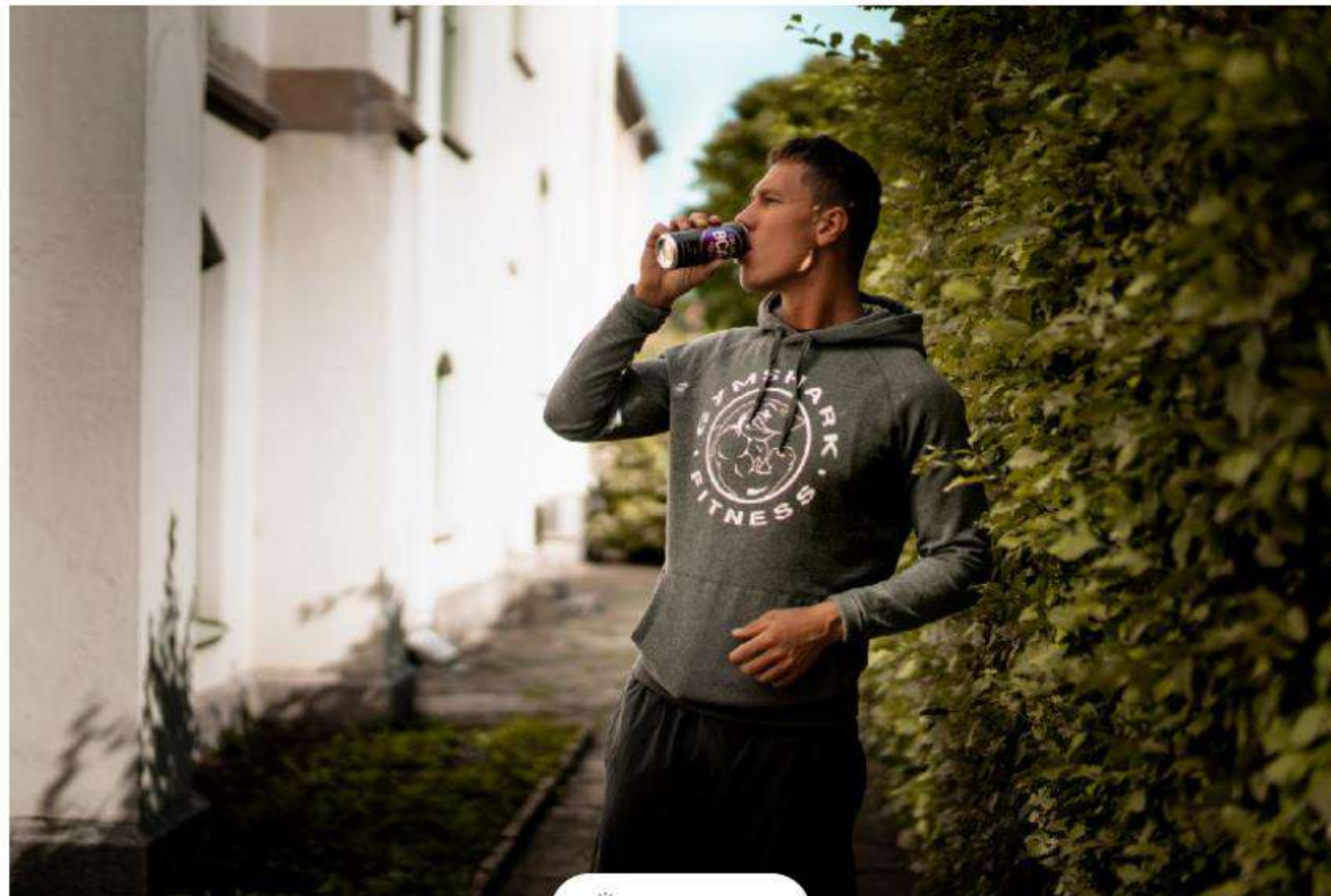


Photo by [96] Unsplash

Hannah Ellen

2.3K Followers

Just an average, Irish girl with not so average ideas. I enjoy writing about lifestyle, self improvement, fitness, health and anything else that takes my fancy.



More from Medium

Mark Schaefer

20 Entertaining Uses of ChatGPT You Never Knew Were Possible



David Owasi

How I Went From Unemployed to Building a \$30K/month Online Business in 12 Months!



Benjamin Watkins

5 Brilliant Landing Page Examples



Anastasia Petre... in ILLUMINATI...

I had a 37K YouTube audience, and that's what I earned and learned



HMW

Find new ways to generate leads outside of recommendations from previous clients?

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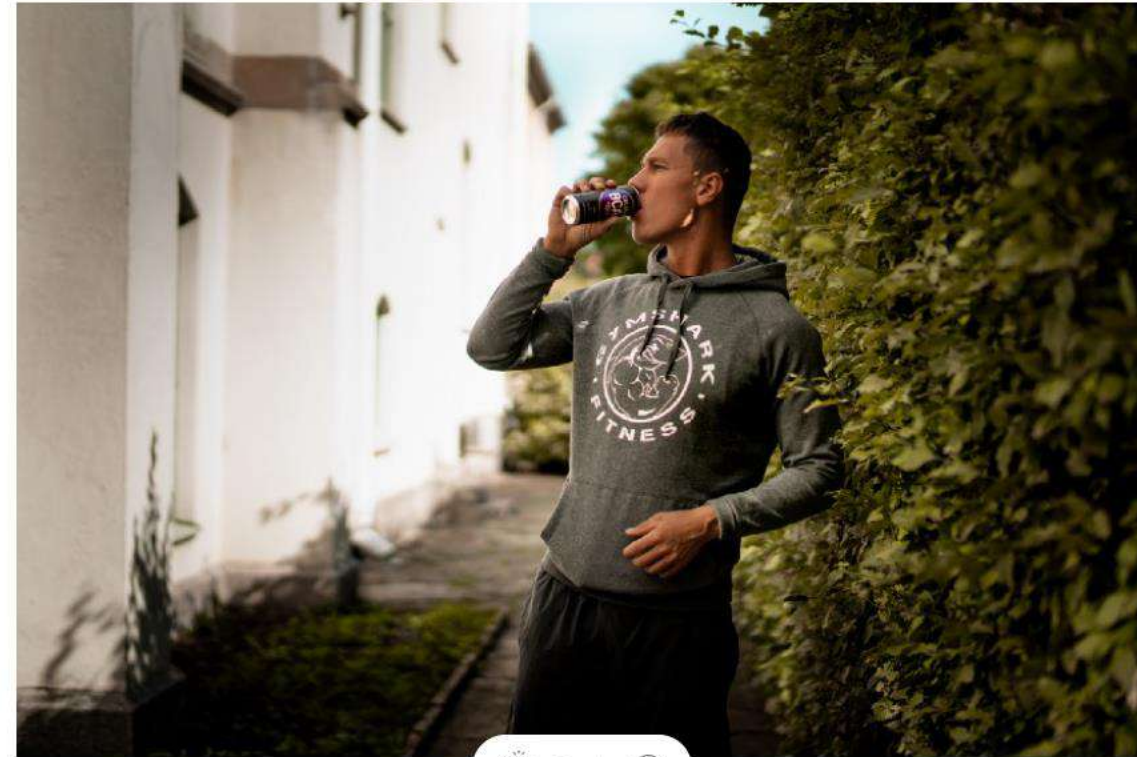


Photo by 96 | Unsplash

Gymshark

Building profile through established social influencers

Main takeaway:

Social Media Influencers already have reach / audience. Can we take advantage?

Three things

- Focus on a couple of influencers first.
- Offer THEM something of value.
- Create joint content quickly.

SO



Use the internet to do some research on “who’s done this before?”

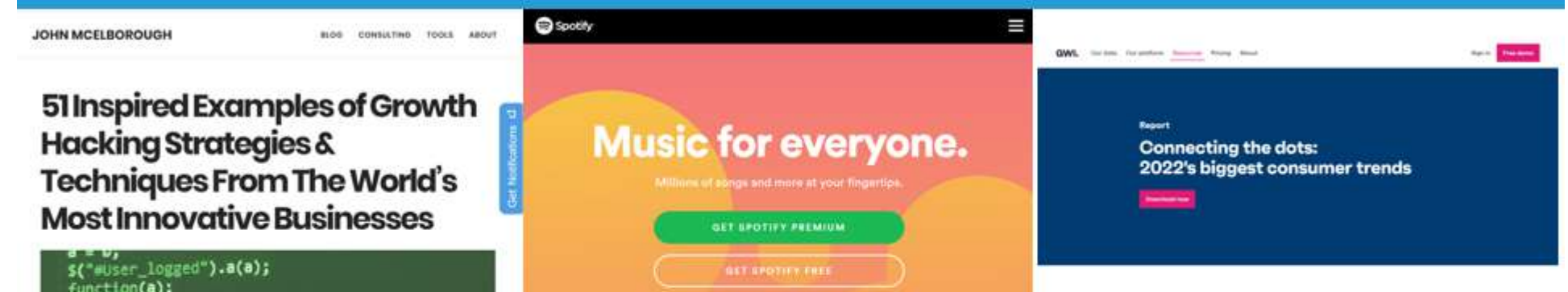
Capture your best findings on your templates

WIFI: Charlotte House Guest
P/word: abcde12345

20m



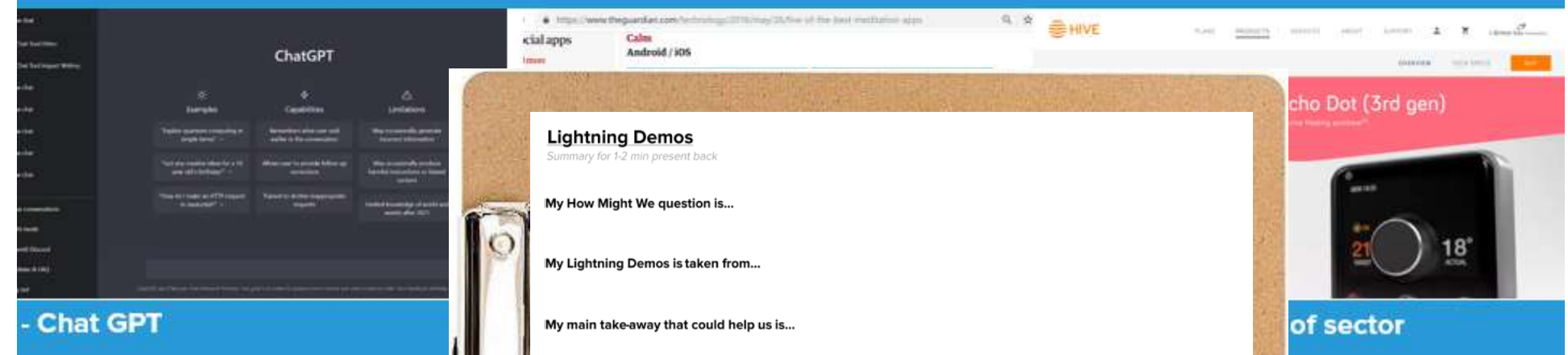
Search anywhere and everywhere...



- Blogs

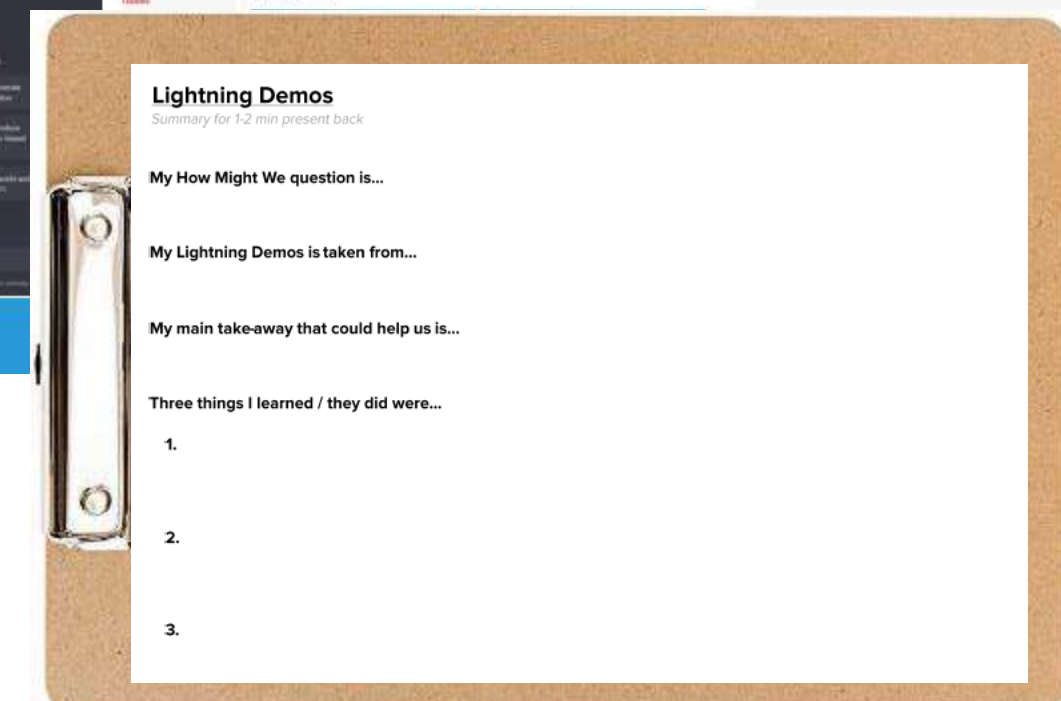
- Products you use

- Published research



- Chat GPT

of sector



0

Sprint Question / Lens

1

“The Boat”

2

“How Might We’s”

3

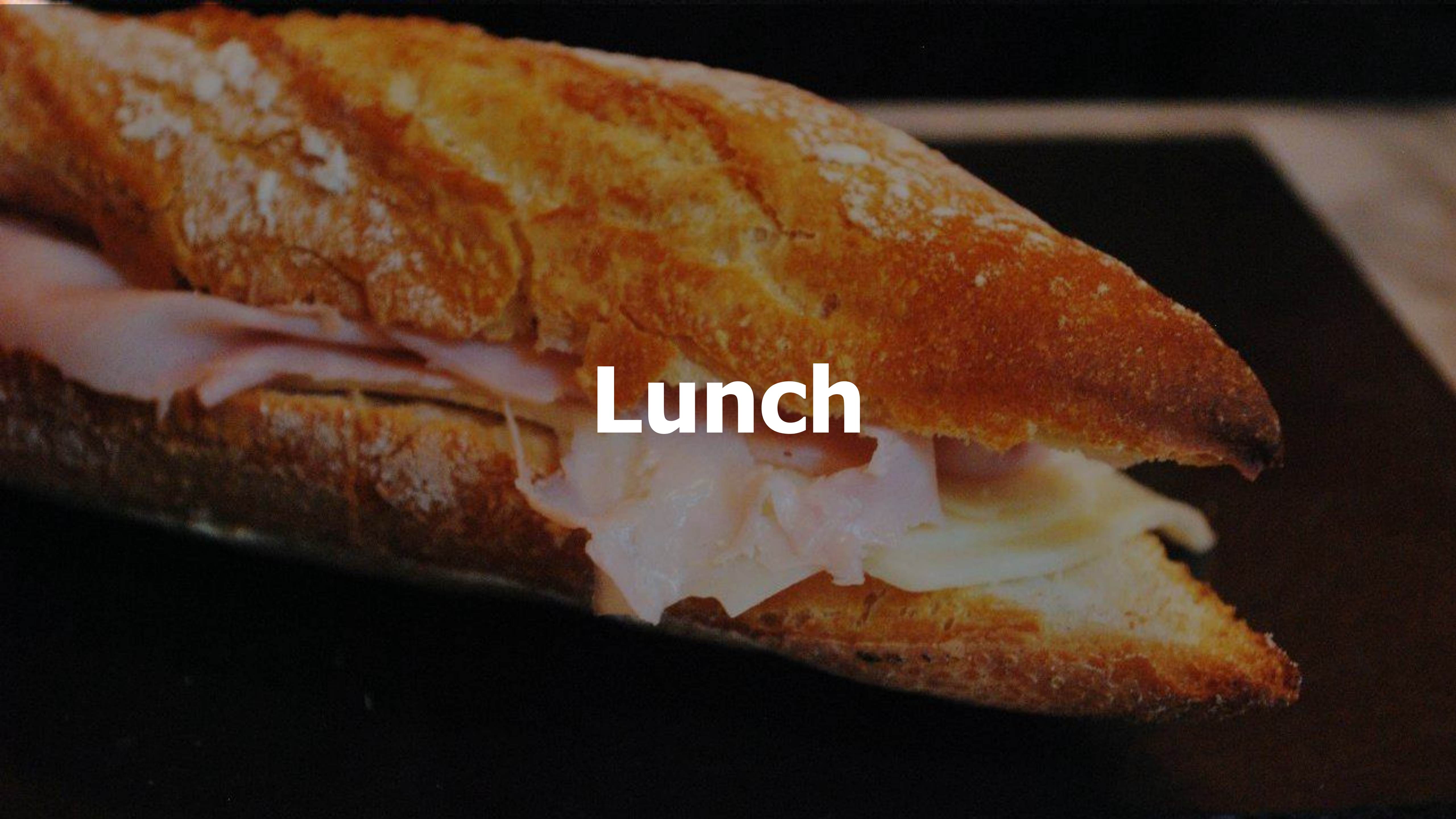
Lightning Demos

4

**Growth Experiment
s**

5

Prioritise & Commit



Lunch



**Business
Lincolnshire**
The place to go for business growth

Next Level Growth

Sprint



MICRO CLEARER

Welcome

Back





MILLIONAIRE





♡
Happy
birthdays!
♡

Lightning Demos



The Big Idea

Don't worry if you didn't do it "perfectly"

The big idea is just to

- 1. lift / shift thinking and...**
- 2. for everyone to hear multiple ideas / examples**

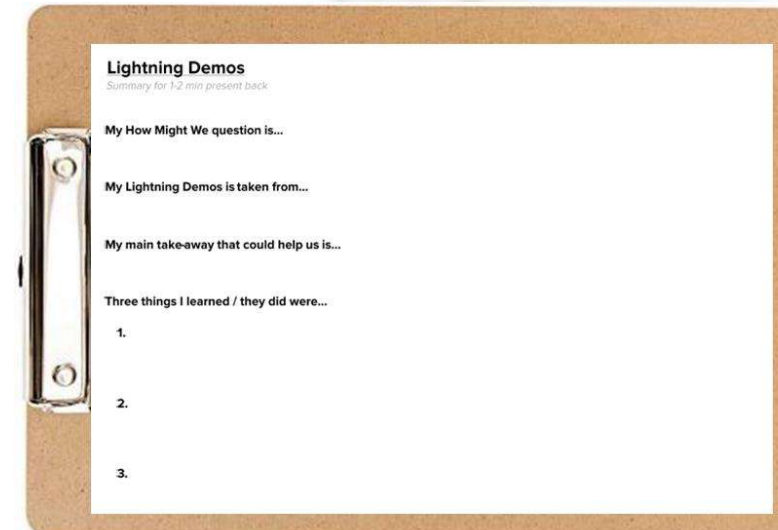
Speaking of which...



Pt2: Demo your finding

20m

1. 2 mins to finish template
2. Go back into your "Learn and Share" groups
3. 2-3 minutes per person... playback your findings
4. Team-mates take notes
5. Folk from the other



Lightning Demos
Summary for 1.2 min present back

My How Might We question is...

My Lightning Demos is taken from...

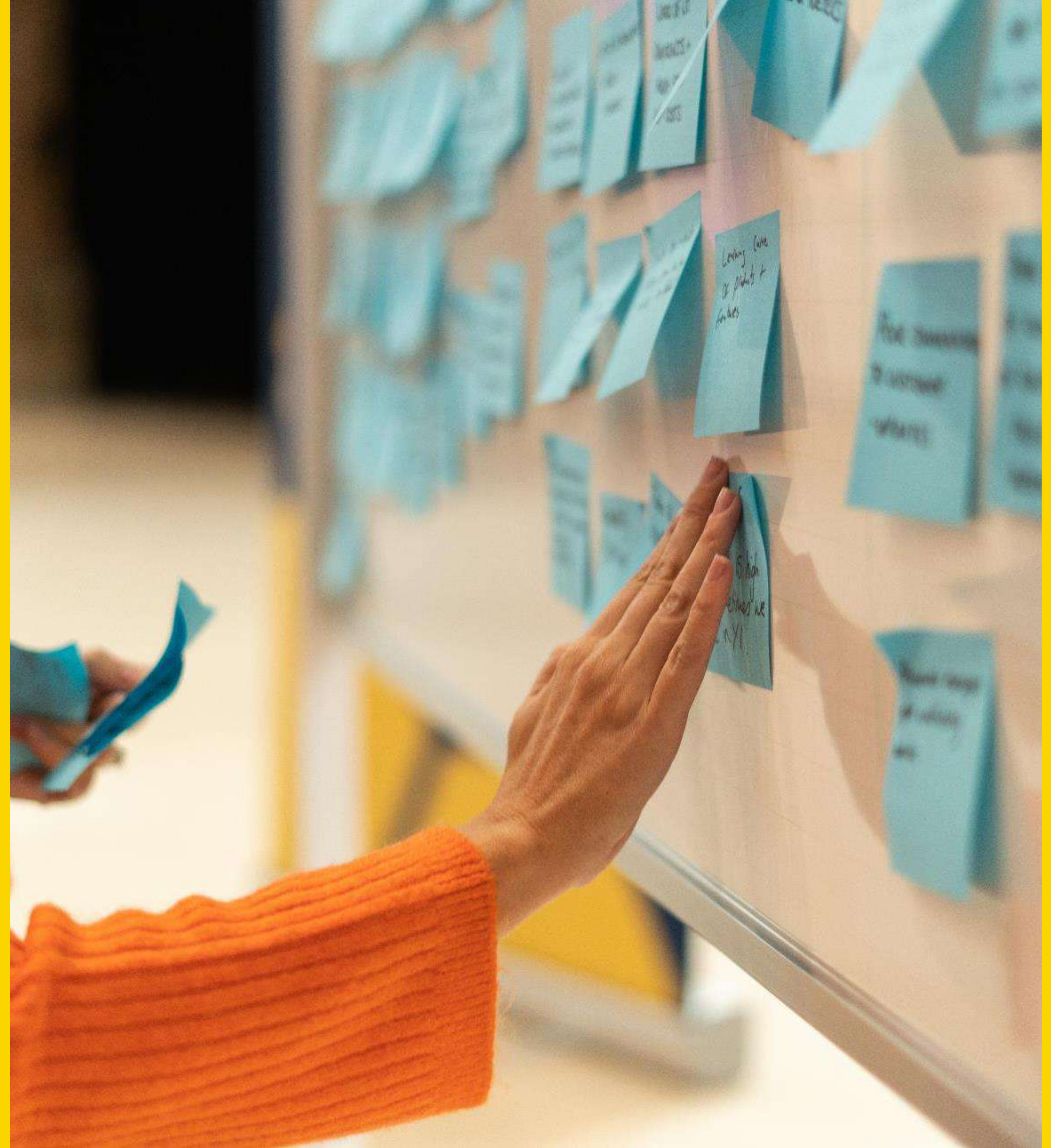
My main take-away that could help us is...

Three things I learned / they did were...

- 1.
- 2.
- 3.



Growth Experiments



0

Sprint Question / Lens

1

"The Boat"

2

"How Might We's"

3

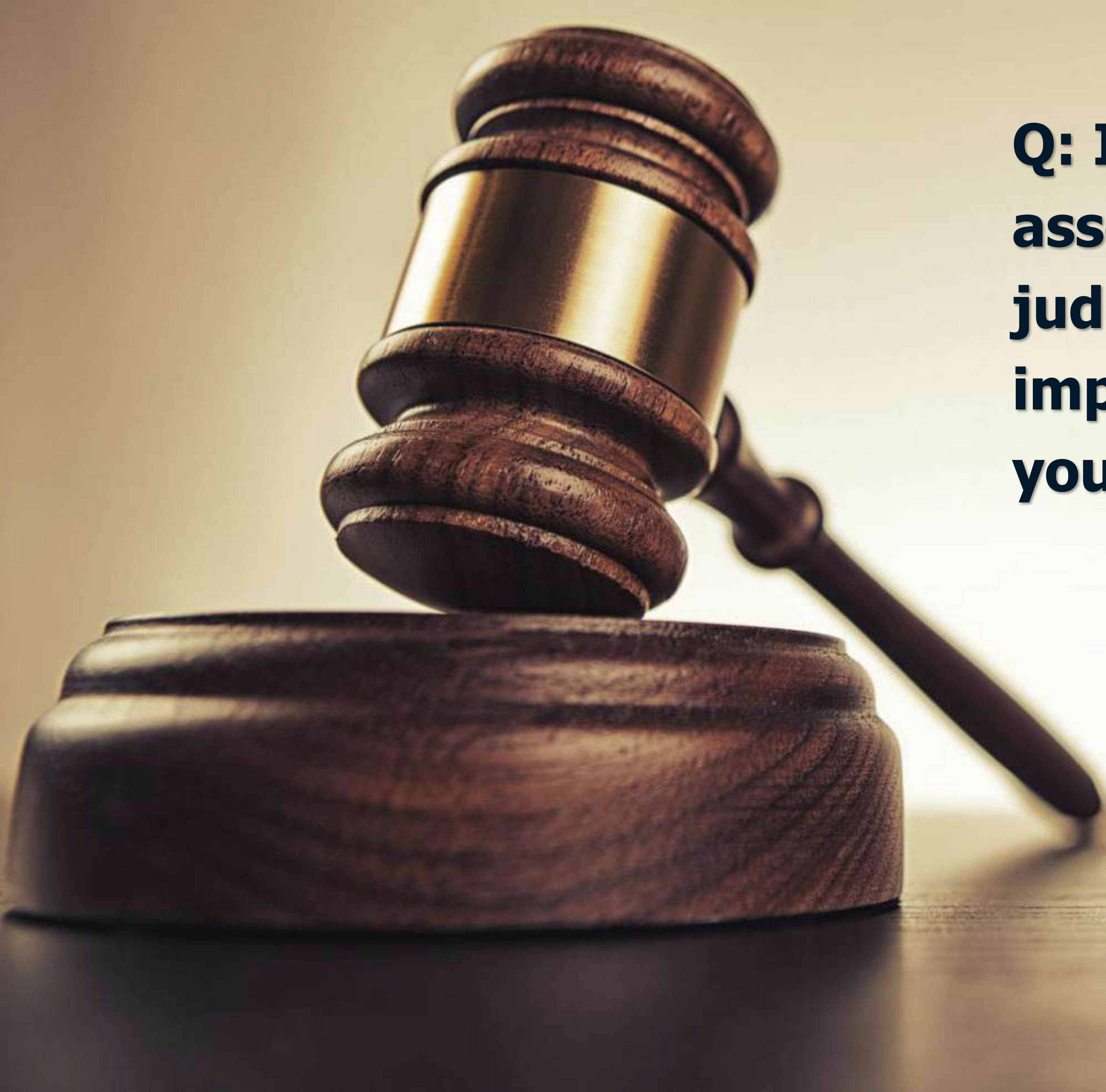
Lightning Demos

4

Growth Experiments

5

Prioritise & Commit



Q: If your parole case is being assessed by a panel of judges... what's the most important factor in whether you'll be set free?



SENSE CHECK

6-12m, our priority goals are...

1. Add 2 new major accounts (80K spend)
2. Launch VIPA solution in 3 existing depots & get IP to sell
3. Train all managers to upsell to existing clients and target 20k growth on each account

Our main market facing opportunities are...

1. October EXPO
2. Folkestone 'land grab'
3. Licensing VIPA
4. Great relationships with MDs / Logistics Mgrs to build on
5. Fresh / younger digitally-aware talent coming through

What is a Growth Experiment?

What is an experiment?

A 4-6 week blast of exploration
to test a **theory** and drive real
learning from your market



What do they look like?



24 Experiment Types

What do they look like?

1. **Split Testing**
2. **MOM-Test Customer Interviews**
3. **Prototype / Mafia Offer**
4. **Fake Door Trial**
5. **Secondary Source Research**
6. **Traffic / Social Media Campaign**
7. **Competitor Usability**
8. **UX personalisation**
9. **Partner & Supplier interviews**
10. **Expert interviews**
11. **A day in the life**
12. **Discovery survey**
13. **Discussion forums**
14. **Feature Stub**
15. **Email campaign**
16. **Pop Up Store**
17. **Storyboard / Brochure**
18. **Explainer video**
19. **Clickable prototype**
20. **Single feature MVP**
21. **Process change**
22. **Simple landing page**
23. **Concierge Trial**
24. **Wizard of Oz**

SaaS Startup

✦ Email campaign

✦ Explainer Video

HMW ... drive 50% more registrations from our mailing list?

Assumption / Hypothesis

Upsell webinars are working, but not well attended enough.

If we segment our mailing list to three personas and target content at them with a super easy ask / micro-commitment then we should see an uplift in reg's

Experiment name

Compelling content to capture

Length

6 weeks

Action Steps

1. Break our list (c.3000) into A. FANS recurring buyers, B. WARM LEADS (<6m), and C. COLD CONTACTS (<12m)
2. Create specific 45 sec explainer video & CTA for each group
3. Mail out and monitor click throughs / signups

Learning / Success Measure

20-50% uplift in registrations (average 18 per campaign)

TECH BLUE CHIP

★ Mom Test Customer Interview

★ Mafia Offer

★ Split Test

HMW ... drive 50% more registrations from our mailing list?

Assumption / Hypothesis

The mid-market is ready for a true hybrid working, IT & Facilities subscription-based model

If we develop a first level offer and 'MOM-test' potential pricing structures with six warm buyers, then we could learn optimal launch pricing and convince one of them to do a pilot

Experiment name

Get a pilot over the line

Length

8 weeks

Action Steps

1. Consolidate the offer (4 weeks)
2. Run customer interviews - pricing focus
3. Refine and package
4. Look to engage for a pilot

Learning / Success Measure

We have a first version offer, tested from 8 complete interviews and have one pilot agreed to go

Remember these...?

What if we...

HMW
Find alternative ways to generate leads outside of recommendations from previous clients?

Cleared the diary for an 8wk CRM blitz

£5m in 8 weeks

HMW
Build our brand so we start getting inbound enquiries?

Split tested campaigns on TikTok

Whole new stream

HMW
Create 3 leads a month from online channels?

Mafia-Offered a new data service with client A

50% of biz, 18m on

HMW
Find alternative ways to generate leads outside of recommendations from previous clients?

Did a 3 week fact find to Tampa, FL

Office open in 6m

HMW
Create 3 leads a month from online channels?

Made the next 4 Fridays full day leadership meets

Landed Series A

Remember these...???

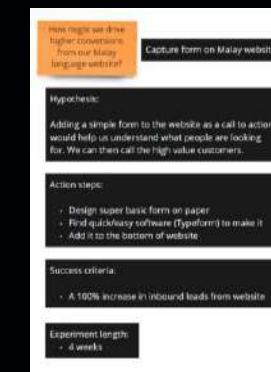
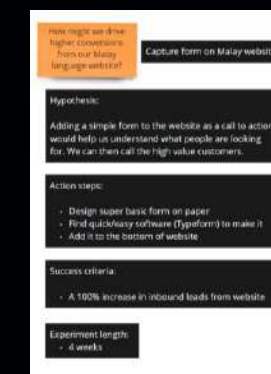
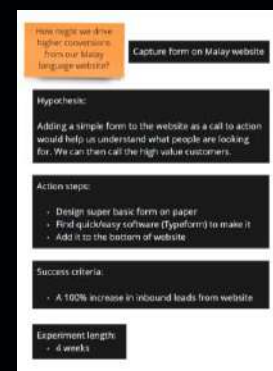
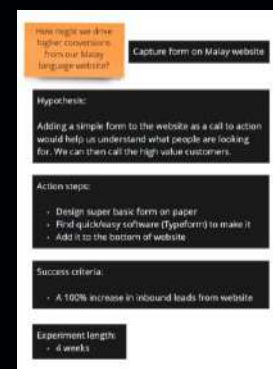
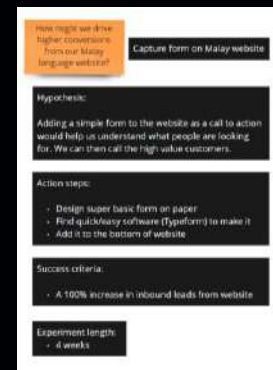
Cleared the diary for an 8wk CRM blitz

Split test campaigns on TikTok

Mafia offer a new data service with client A

Complete a 3 week fact find to Tampa, FL

Next 4 Fridays are full day leadership meets



**One thing that could
make a dent / drive
progress**

**Not a full solution to your
entire problem / achieve
your goal**



Experiment Name

Explanation/Hypothesis

Action Steps

-
-
-

Success Criteria

Experiment length

**The quality of your thinking is
fundamentally driven by the
quality of your questions**



HMW...
~~~~~  
~~~~~  
~~~~~...?

Experiment Name

**Explanation/Hypothesis**

Action Steps

- 
- 
- 

Success Criteria

Experiment length



All experiments start with a  
**theory** or **hypothesis** you want  
to test





**We believe X...**

**If we do Y then we should  
see Z**





**We believe US is our highest potential next market.**

**If we can secure 1 retail partner in NY then we can expand from that footprint**





**Our assumption is that IT managers want  
visibility into their fleet**

**If we** split test two dashboard variants with  
10 users **then we'll** prioritise our roadmap,  
build our value prop AND sell a pilot!





Our quoting process is f\*\*\*\*d

**If we** simplify to three “baseline” offers with predetermined features and costs **then we** won't hemorrhage money on our next two projects!





So

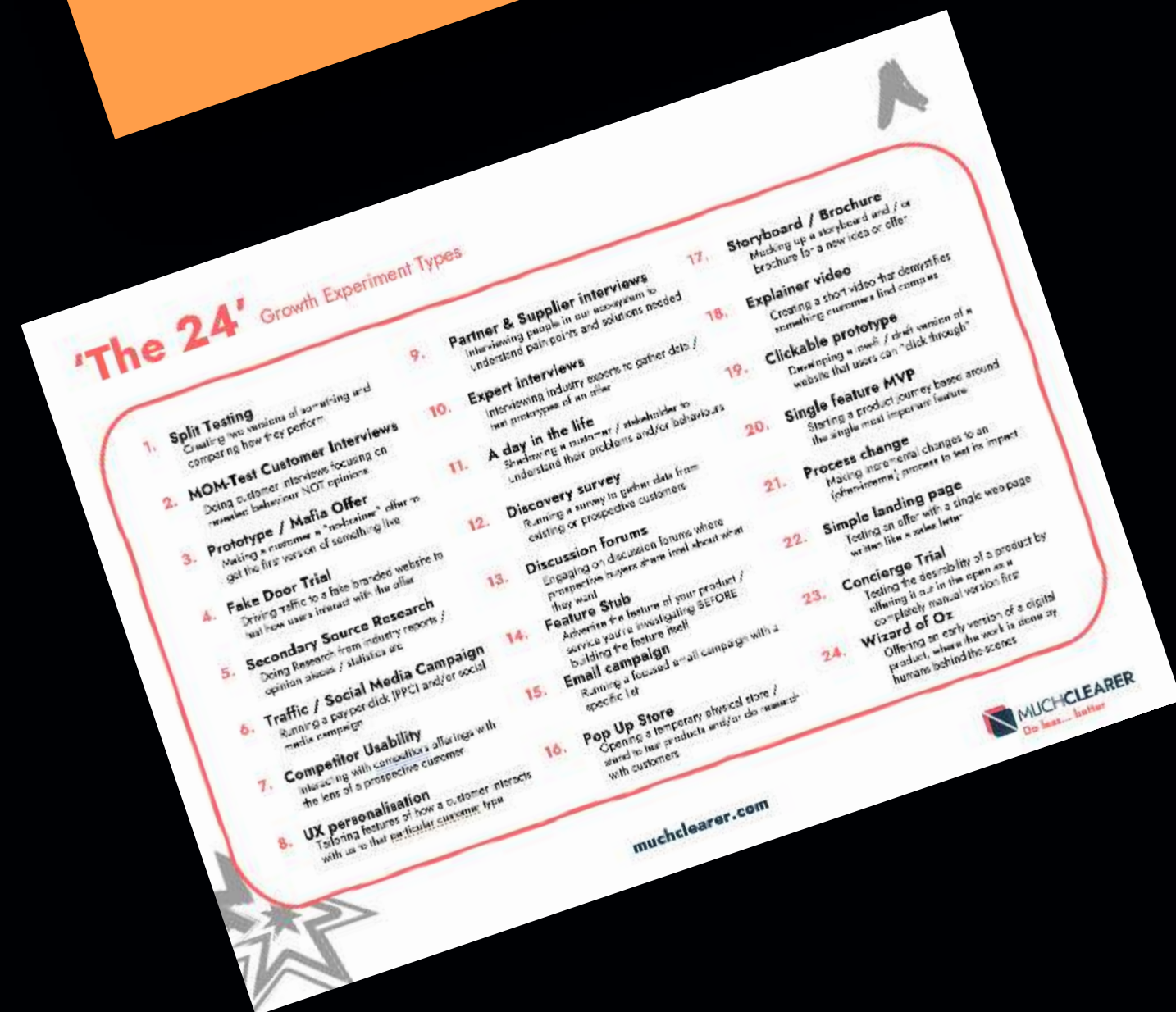
...





# WHERE WE'RE GOING...

HMW ... drive 50% more registrations from our mailing list?



## Assumption / Hypothesis

Upsell webinars are working, but not well attended enough.

If we segment our mailing list to three personas and target content at them with a super easy ask / micro-commitment then we should see an uplift in reg's

## Experiment name

Compelling content to capture

## Length

6 weeks

## Action Steps

1. Break our list (c.3000) into A. FANS recurring buyers, B. WARM LEADS (<6m), and C. COLD CONTACTS (<12m)
2. Create specific 45 sec explainer video & CTA for each group
3. Mail out and monitor click throughs / signups

## Learning / Success Measure

20-50% uplift in registrations (average 18 per campaign)



## Guidance on writing a good one

---

- 1. Get a sharp hypothesis (if we, then we) and the plan will look after itself**
- 2. Focus on testing something in the market... engage (potential) customers!**
- 3. If struggling with 6wk limit, ask "what could a smaller / first slice of this look like?"**



So you're going to...

1. Take your HMW
2. Outline a hypothesis
3. Suggest what actions would get you started with an experiment
4. Define specifically the result / learning you're looking to achieve
5. Set the timeframe & Name it!

HMW ... drive 50% more registrations from our mailing list?

#### Assumption / Hypothesis

Webinars are working, but not well attended enough.

If we segment our mailing list to three personas and target content at them with a super easy ask / micro-commitment then we should see an uplift in reg's

#### Experiment name

Compelling content to capture

#### Length

6 weeks

#### Action Steps

1. Break our list (c.300) into A. FANS recurring buyers, B. WARM LEADS (<6m), and C. COLD CONTACTS (<12m)
2. Create specific 45 sec explainer video & CTA for each group
3. Mail out and monitor click throughs / signups

#### Learning / Success Measure

20-50% uplift in registrations  
(average 20 per campaign)











# Build, Read and Write on the gallery

a) Silently read through each others GE's

b) Add questions / ideas as post-its



TOGETHER ALONE

5m

**Experiment Name**  
Compelling content to capture

**Explanation Hypothesis**  
If we segment our list to three personas, target content at them with a super easy ask / micro-commitment then we should see 30-50% increase in reg in 6 weeks

**Action Steps**

1. Break our list (c.300) into A. recurring, B. warm (<6m), and C. cool (<12m)
2. Shape hooks, content & specific ask for each segment
3. Mail out and monitor click throughs

**Success Criteria**  
20-50% uplift in registrations (average 20 per campaign)

**Experiment length**  
6 weeks

~ ~ ~  
~ ~

~ ~ ~  
~ ~

**Experiment Name**  
Compelling content to capture

**Explanation Hypothesis**  
If we segment our list to three personas, target content at them with a super easy ask / micro-commitment then we should see 30-50% increase in reg in 6 weeks

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**Experiment Name**  
Compelling content to capture

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3. Mail out and monitor click throughs

**Success Criteria**  
20-50% uplift in registrations (average 20 per campaign)

**Experiment length**  
6 weeks

~ ~ ~  
~ ~

~ ~ ~  
~ ~



# Discuss

a) Discuss and clarify anything that needs more diving into

10m



**Experiment Name**  
Compelling content to capture

**Explanation Hypothesis**  
If we segment our list to three personas, target content at them with a super easy ask / micro-commitment then we should see 30-50% increase in reg in 6 weeks

**Action Steps**  
1. Break our list (c.300) into A. recurring, B. warm (<6m), and C. cool (<12m)  
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20-50% uplift in registrations (average 20 per campaign)

**Experiment length**  
6 weeks

~ ~ ~  
~ ~

~ ~ ~  
~ ~

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6 weeks

~ ~ ~  
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3. Mail out and monitor click throughs

**Success Criteria**  
20-50% uplift in registrations (average 20 per campaign)

**Experiment length**  
6 weeks

~ ~ ~  
~ ~

~ ~ ~  
~ ~















0

## Sprint Question / Lens

1

**"The Boat"**

2

**"How Might We's"**

3

**Lightning Demos**

4

**Growth Experiments**

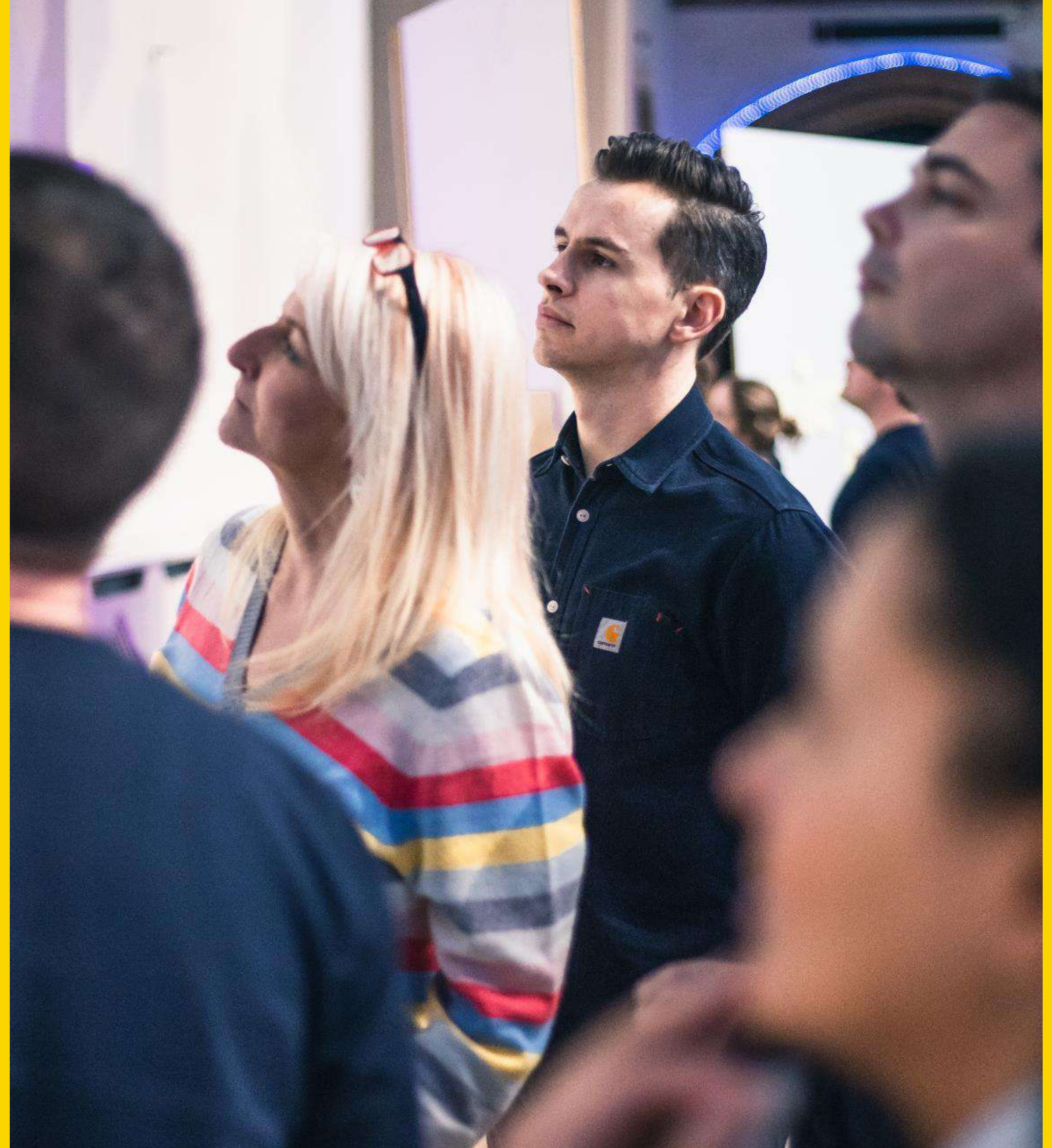
5

**Prioritise & Commit**



# Effort / Impact Matrix

---





If you have lots of experiments...

Do **“Effort / Impact” AND**  
**“The Plan to Get Started”**

If you only have 2 experiments...

Do **“The Plan to Get Started”**



# Rank the post-its

5m

### Effort / Impact Matrix

- Lift the experiments**  
Facilitator places the Experiment names in the boxes to the right.
- Prioritise**
  - Take the first Growth Experiment (GE)
  - Discuss and place it in a common sense spot on the grid.
  - Take the next GE and place it relative to the first... and so on.
- Decider dot**  
Once all the experiments are ranked, the decider places a green dot sticker on the experiment they think ought to be started first.

The matrix is a 2x2 grid with 'IMPACT' on the vertical axis and 'EFFORT' on the horizontal axis. The vertical axis has labels 'HIGH' at the top and 'MED' in the middle. The horizontal axis has labels 'LOW' on the left, 'MED' in the middle, and 'HIGH' on the right.

- Plan**
  - Assign an owner to the top left growth experiment(s) and the decider dot experiment.
  - Agree the first couple of actions needed to get them moving quickly.
  - Get a date and time in the diary to review their progress.

| Experiment | Who's Leading | First Actions | When do we check progress? |
|------------|---------------|---------------|----------------------------|
|            |               |               |                            |
|            |               |               |                            |
|            |               |               |                            |

# Specific Plan to move the first two

5m

15mins



HMW accelerate number of territories we have partners with in Asia?

Experiment name

Partnership Blitz

Explanation / Hypothesis

We have two partnerships - HK and BK, however neither are willing to go out of territory.  
My hypothesis is that we could get partnership / distributors in KL and SI if we spin up a Malaysian language landing page and hammer the network / get introductions in three-six weeks.

Action / Steps

1. Commission Malay translation agency
2. Task Andy to do nothing but spin up the website
3. Ask DIT / GSU partners for distributor intros
4. Ask HK and BK for referrals (with incentives!)
5. Get support with commercial fwk suitable for SI and KL

Success Criteria

- Landing page exists
- In negotiation with 2 partners by end of experiment.

Experiment length

(3-6 weeks is the sweet spot)

6 weeks

**Transfer the names of each to individual pink post-its**

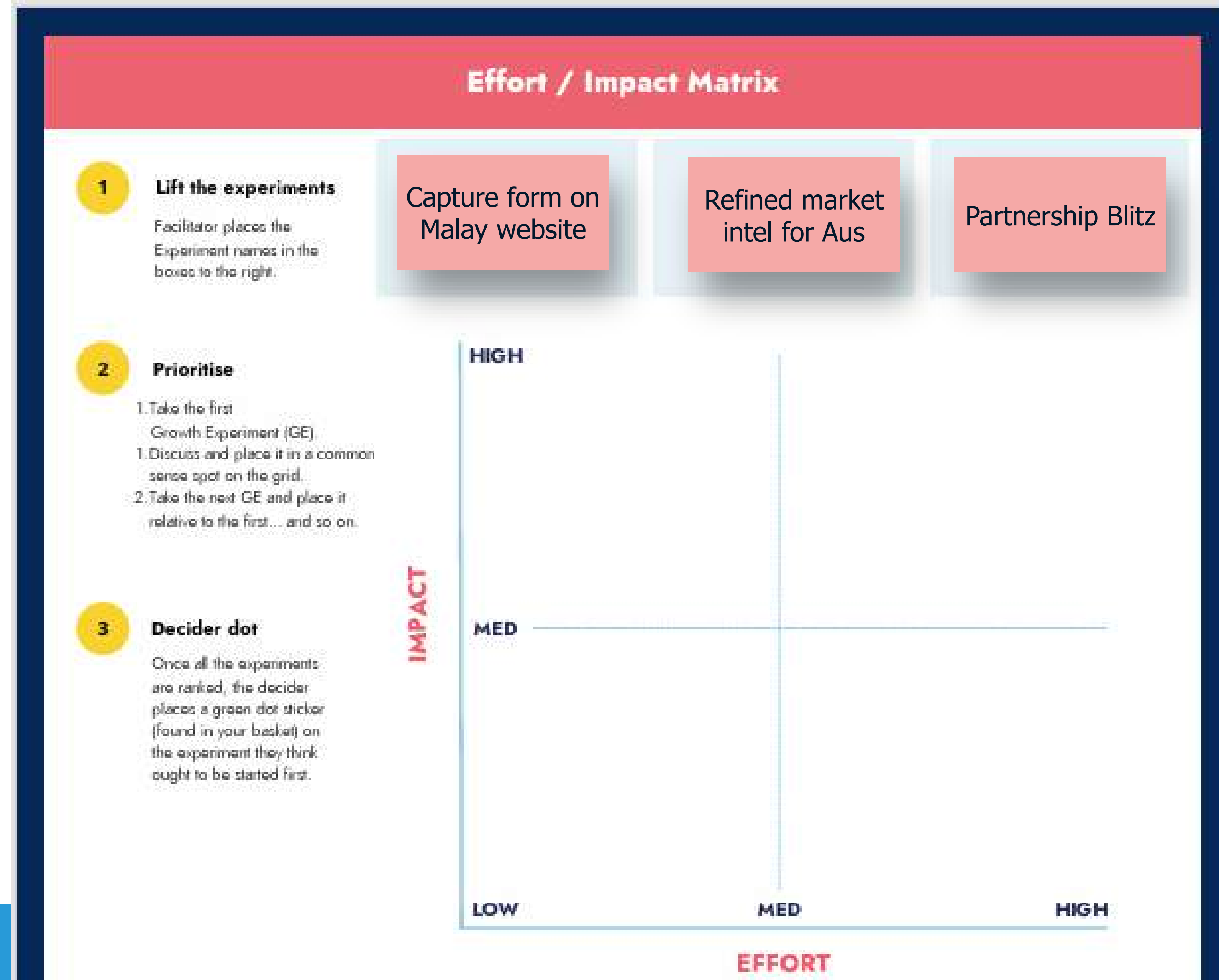
Partnership Blitz

...

...



# Your board should look like this...





## Effort / Impact Matrix

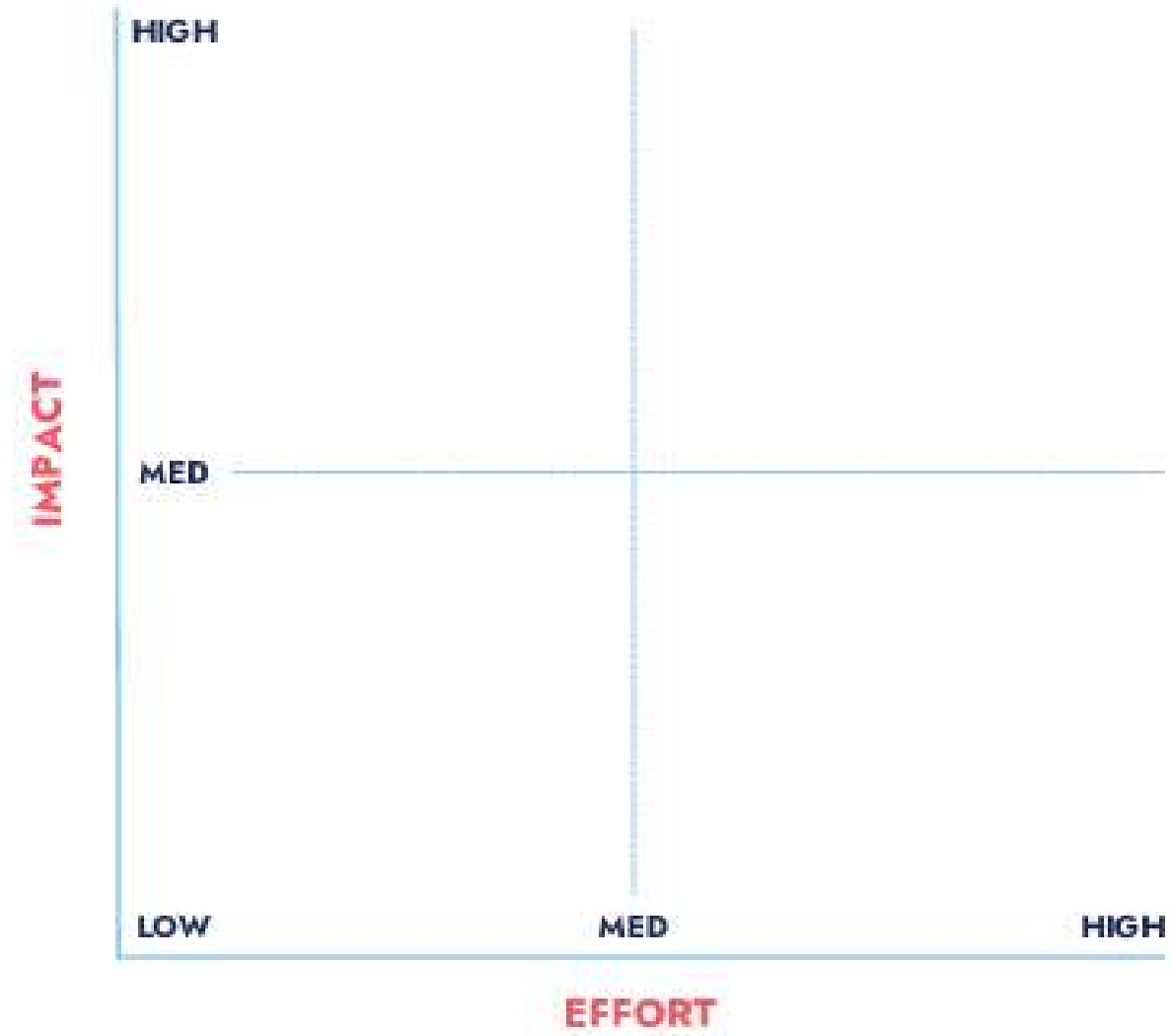
### 1 Lift the experiments

Facilitator places the Experiment names in the boxes to the right.

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

### 2 Prioritise

1. Take the first Growth Experiment (GE).
1. Discuss and place it in a common sense spot on the grid.
2. Take the next GE and place it relative to the first... and so on.



### 3 Decider dot

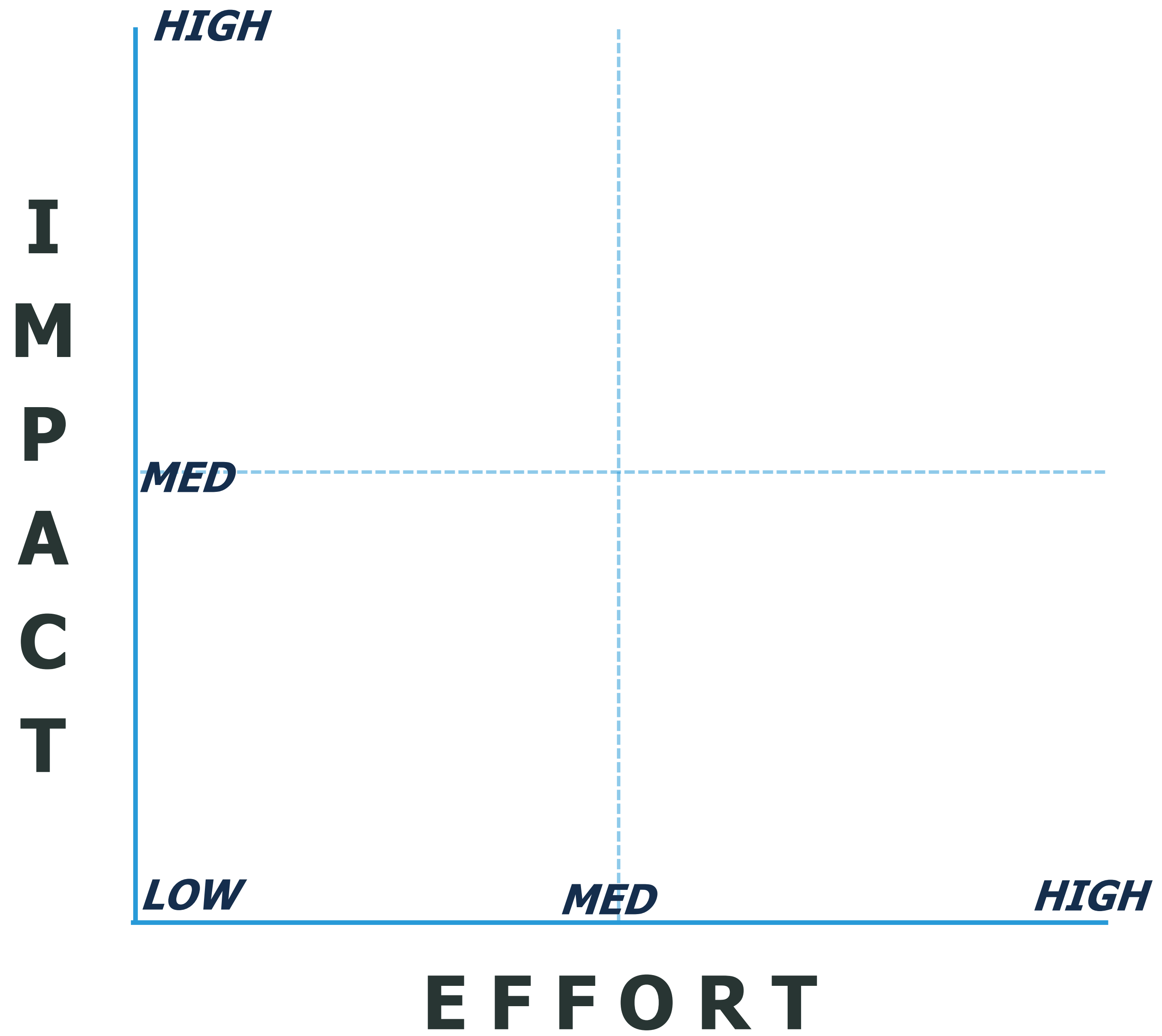
Once all the experiments are ranked, the decider places a green dot sticker (found in your basket) on the experiment they think ought to be started first.

### 4 Plan

1. Assign an owner to the top left growth experiment(s) and the decider dot experiment.
2. Agree the first couple of actions needed to get them moving quickly.
3. Get a date and time in the diary to review their progress.

| Experiment | Who's Leading | First Actions | When do we check progress? |
|------------|---------------|---------------|----------------------------|
|            |               |               |                            |

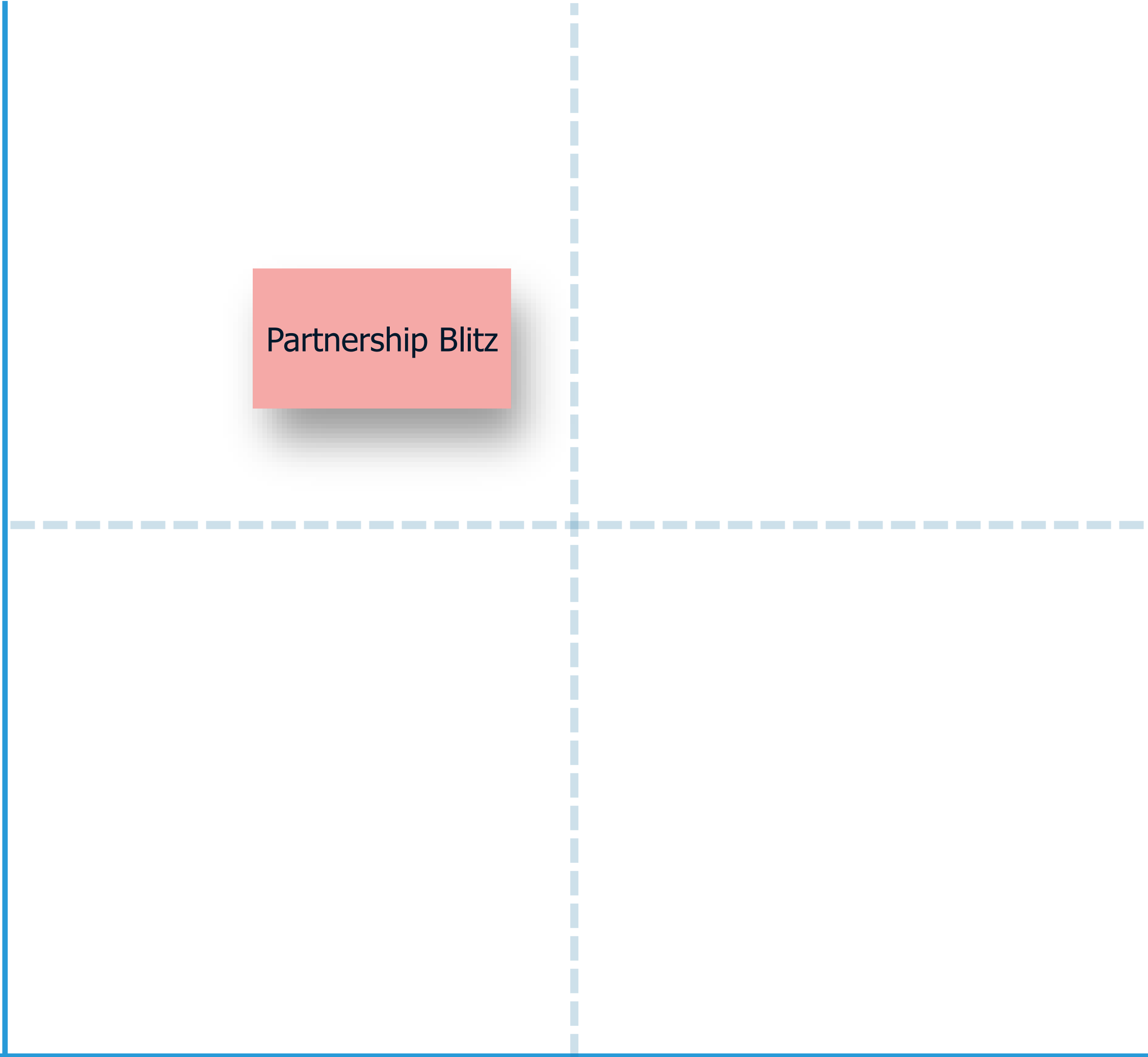






**Place the  
first post-  
it**

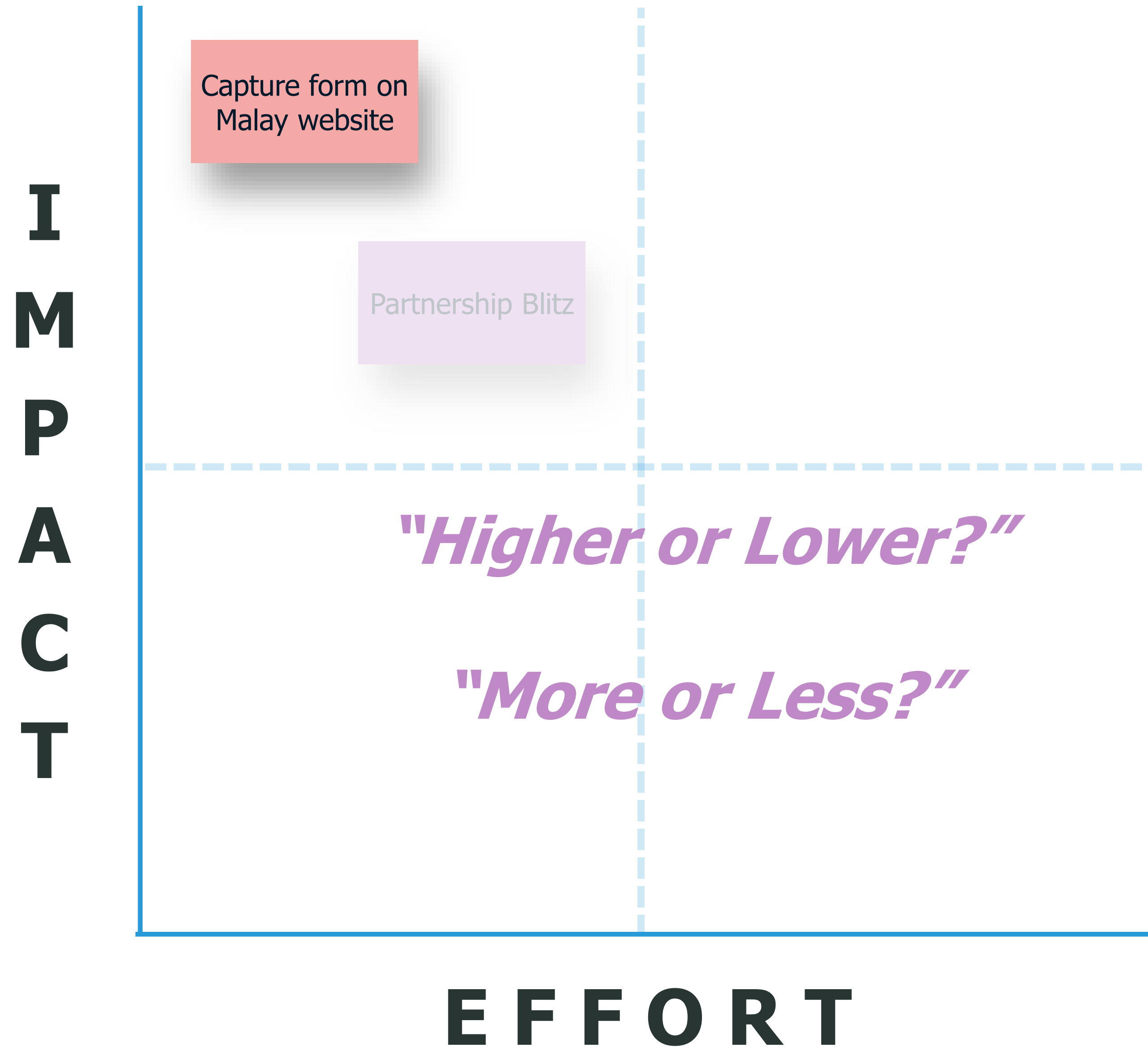
**I  
M  
P  
A  
C  
T**



**E  
F  
F  
O  
R  
T**



**Place the  
next post-it,  
RELATIVE to  
the first**

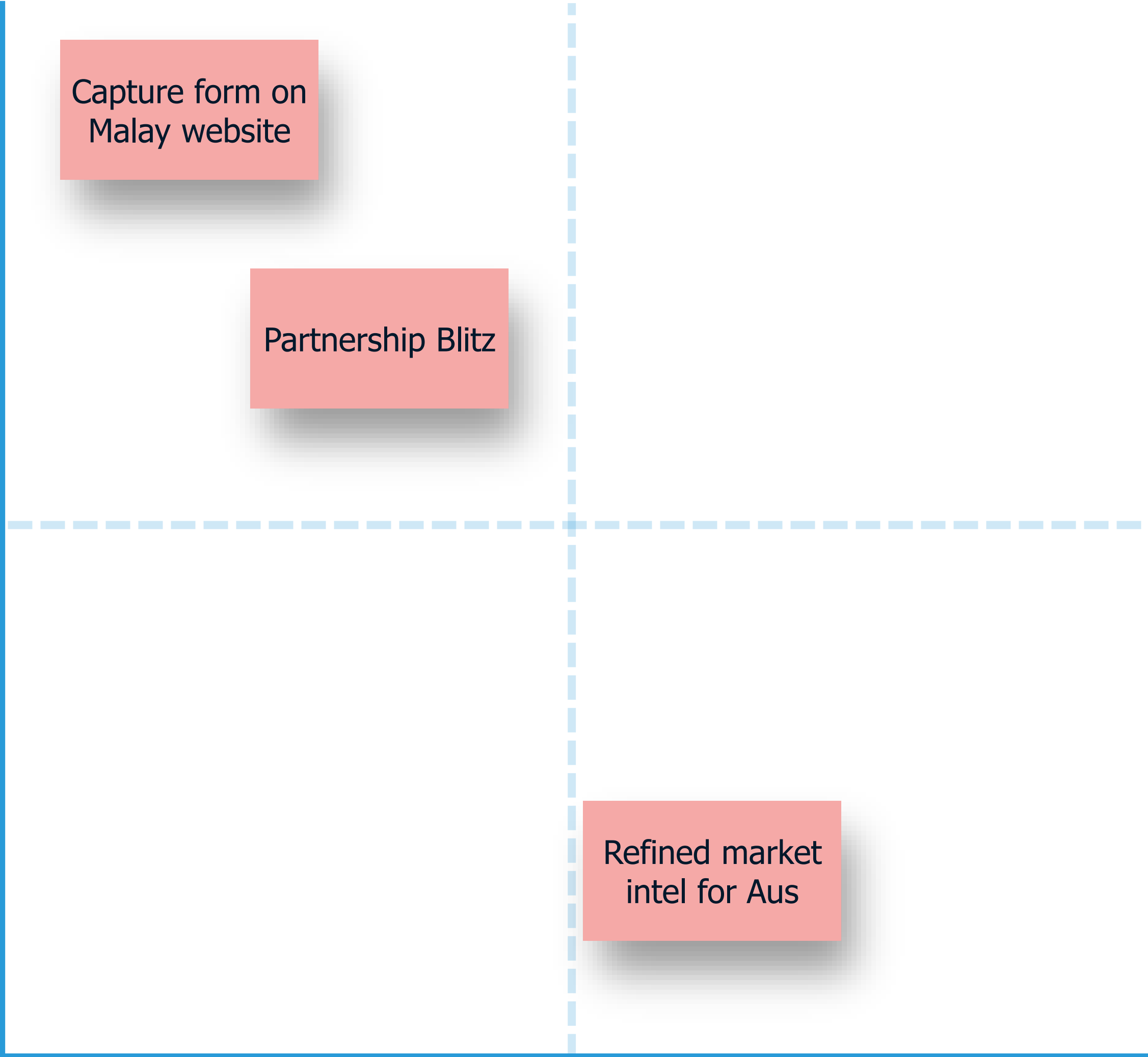




**And so on...**

**5m**

**I  
M  
P  
A  
C  
T**



**E  
F  
F  
O  
R  
T**



# Then, get uber-specific...

5m

- 1. Agree owners for the highest priority**
- 2. Agree the actions needed to get them moving (NB. Not the full project plan!)**

| Experiment | Who's Leading | First Actions | When do we check progress? |
|------------|---------------|---------------|----------------------------|
|            |               |               |                            |

**4 Plan**

1. Assign an owner to the top left growth experiment(s) and the decider dot experiment.
2. Agree the first couple of actions needed to get them moving quickly.
3. Get a date and time in the diary to review their progress.



# SO





HMW accelerate number of territories we have partners with in Asia?

Experiment name

Partnership Blitz

Explanation / Hypothesis

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Success Criteria

- Landing page exists
- In negotiation with 2 partners by end of experiment.

Experiment length

(3-6 weeks is the sweet spot)

6 weeks

**Transfer the names of each to individual pink post-its**

Partnership Blitz

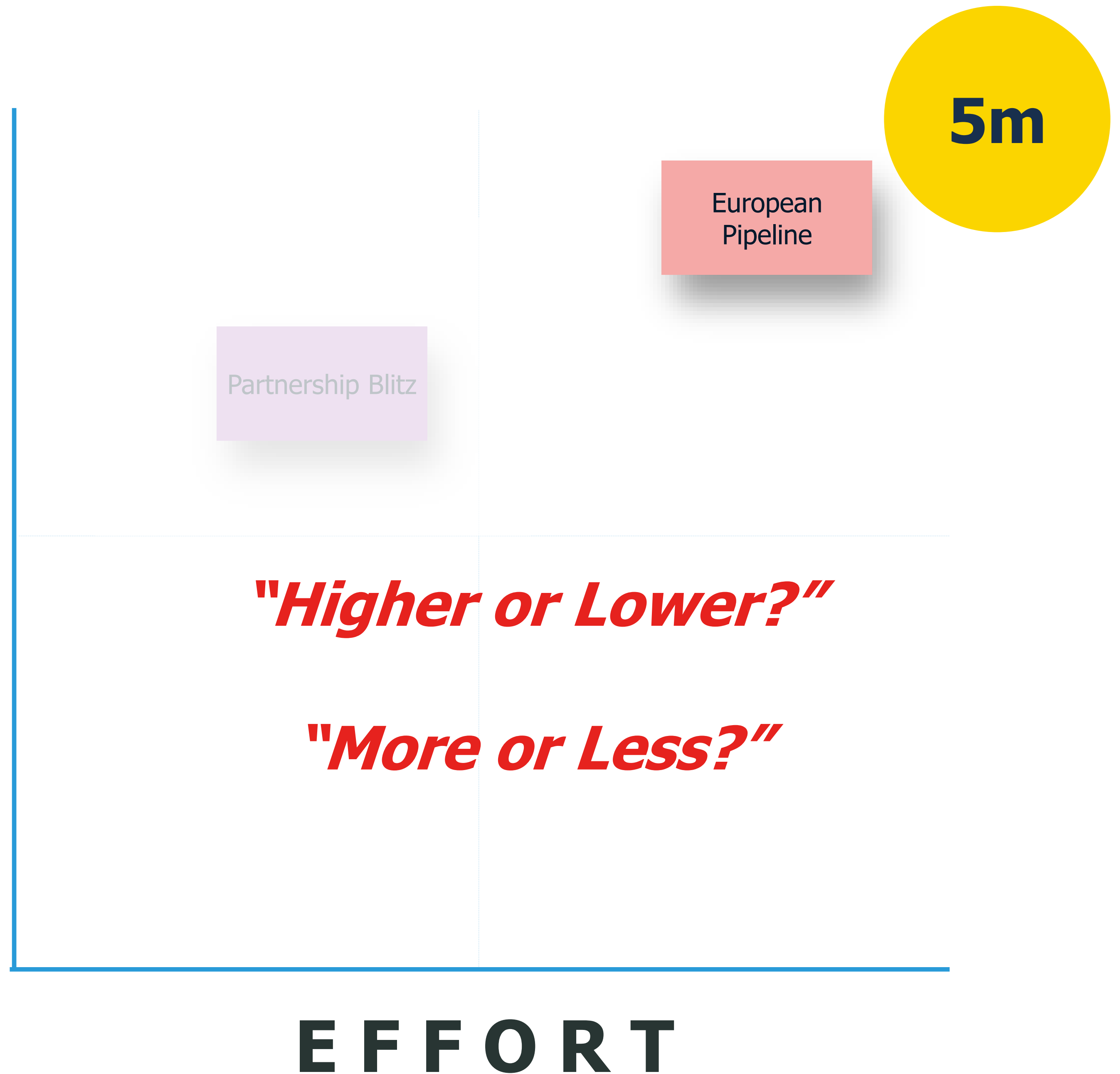
...

...



**Place the  
first post it,  
then the  
next ones  
RELATIVE to  
the first**

**I  
M  
P  
A  
C  
T**





**I  
M  
P  
A  
C  
T**

**DO NOW**

**MAKE A  
PROJECT**

**MAKE A  
TASK**

**FORGET  
FOR NOW**

**E  
F  
F  
O  
R  
T**



# SO





# Plan...

10m

- 1. Agree owners for the highest priority**
- 2. Agree the actions needed to get them moving (NB. Not the full project plan!)**

| Experiment | Who's Leading | First Actions | When do we check progress? |
|------------|---------------|---------------|----------------------------|
|            |               |               |                            |

**4 Plan**

1. Assign an owner to the top left growth experiment(s) and the decider dot experiment.
2. Agree the first couple of actions needed to get them moving quickly.
3. Get a date and time in the diary to review their progress.







# Taking it all back

---







**Sessions like  
this can be  
great...**





**BUT**  
**...Implementation**  
**is hard!!!**



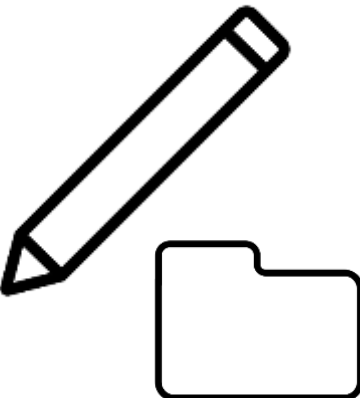
# Right now you have...

Now

8wk

**BACKLOG**

4h

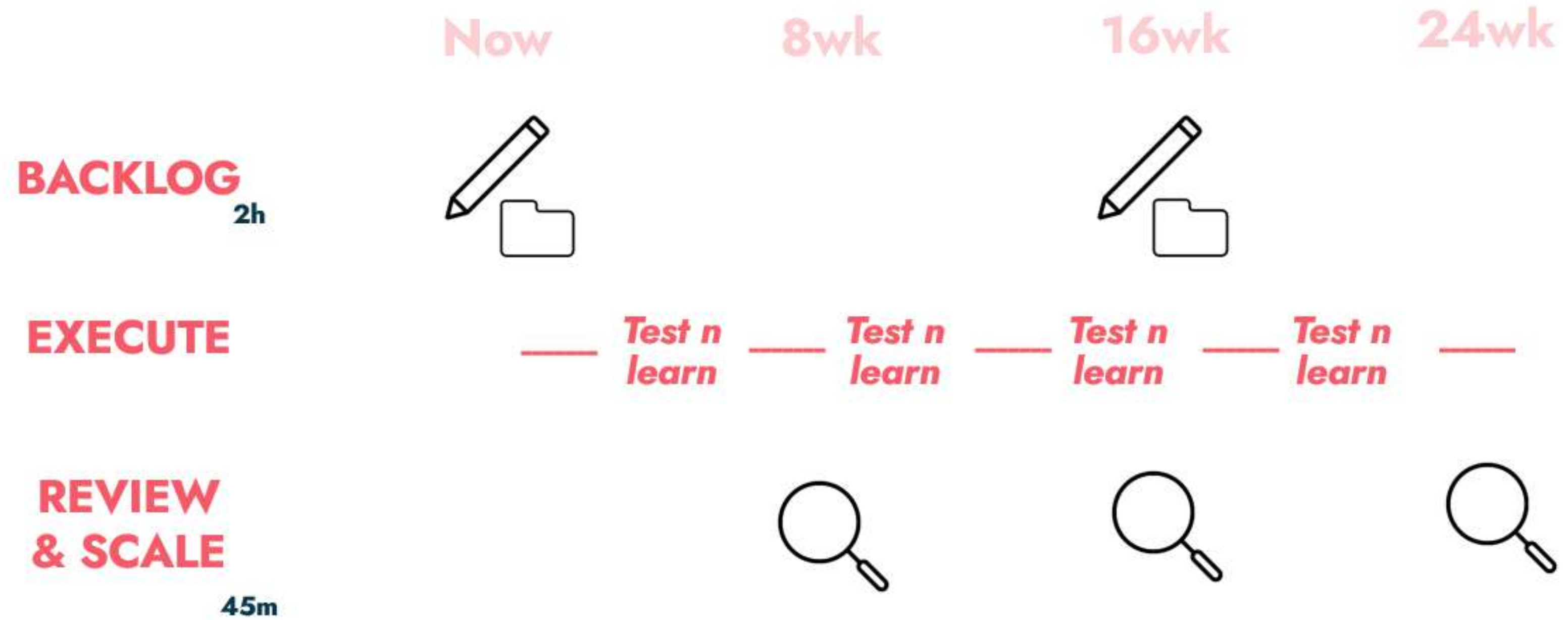


**EXECUTE**

----- *Test n  
learn* -----



## But what we REALLY want...









An aerial night view of a large stadium, likely the London 2012 Olympic Stadium, with its distinctive blue and white structural design. The stadium is illuminated with blue lights, and the surrounding area is dark. In the background, several large fireworks are exploding in the night sky, creating a festive atmosphere. The text is overlaid in the center of the image.

**The purpose of a plan is to deliver alignment and momentum**



**Three critical questions we can't leave without answering**

**Who's gonna co-ordinate experiments being done?**

**What does getting going look like?**

**When will we review and iterate from what we learn?**





**Someone who...**

**1. Cares**

**2. Is organized**

**3. The team will support in  
making things happen**





4

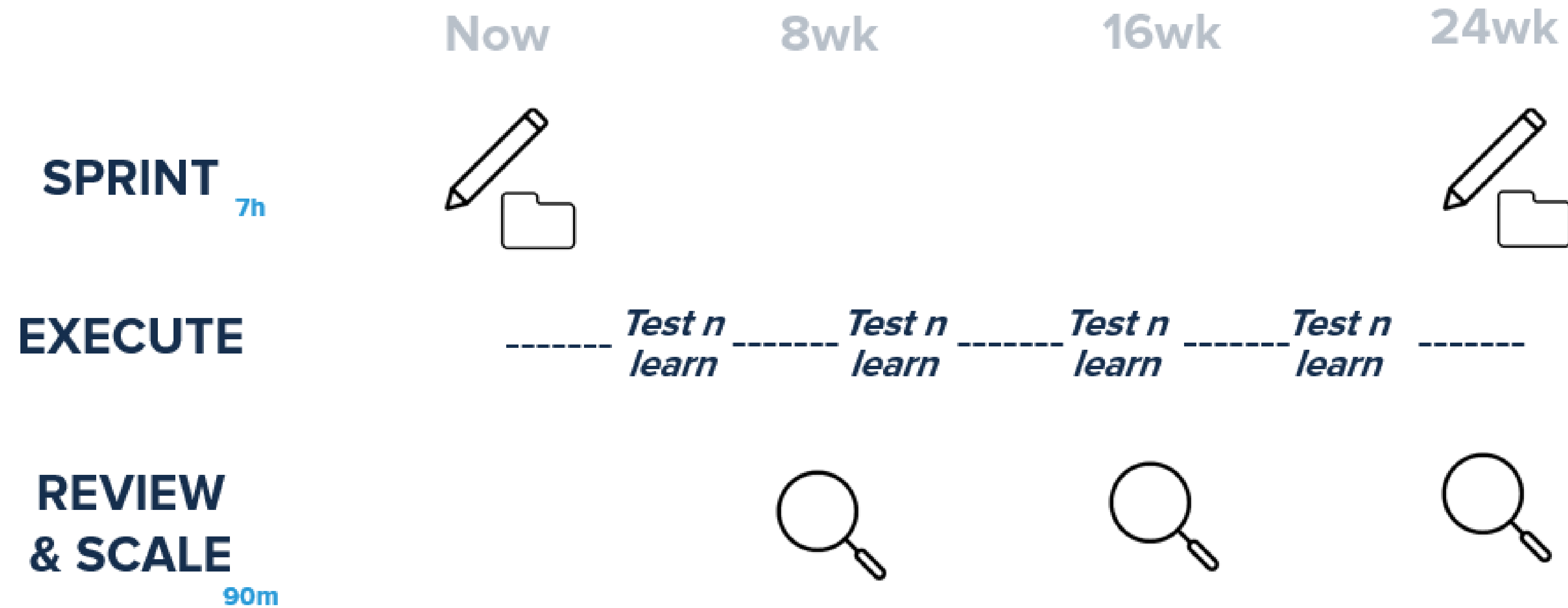
### Plan

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2. Agree the first couple of actions needed to get them moving quickly.
3. Get a date and time in the diary to review their progress.

| Experiment | Who's Leading | First Actions | When do we check progress? |
|------------|---------------|---------------|----------------------------|
|            |               |               |                            |



## But what we REALLY want...





2.



Review every 8 weeks

- ...
- ...



# Review, Digest, Decide



45m

Review every 8 weeks

- What's happened?
- What have we learned?



# Review, Digest, Decide

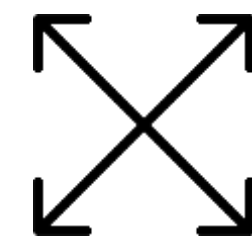


45m

Review every 8 weeks

- What's happened?
- What have we learned?

Which experiments do we...



Scale / Double down

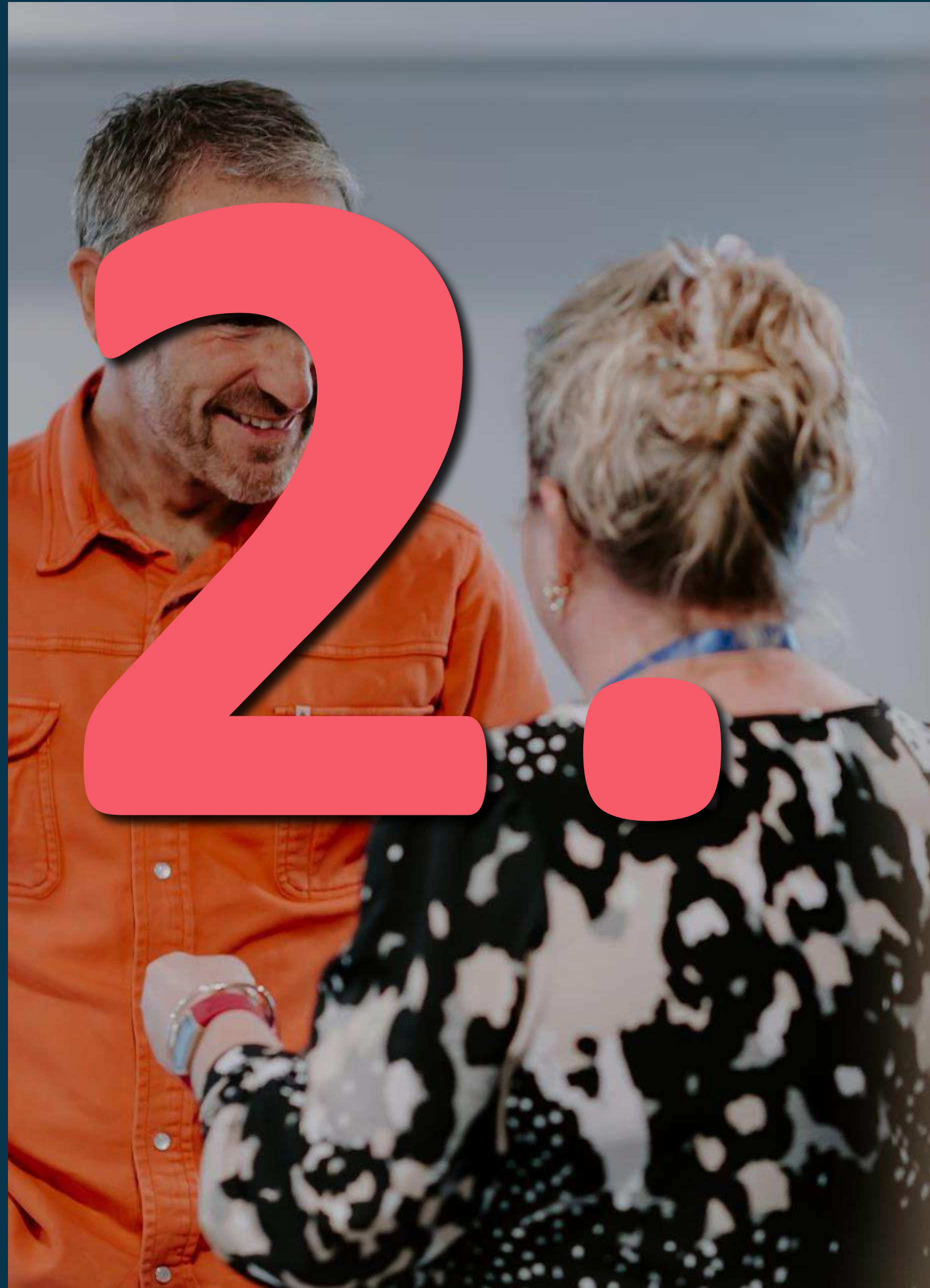


Restart / Tweak



Shelve / Bin





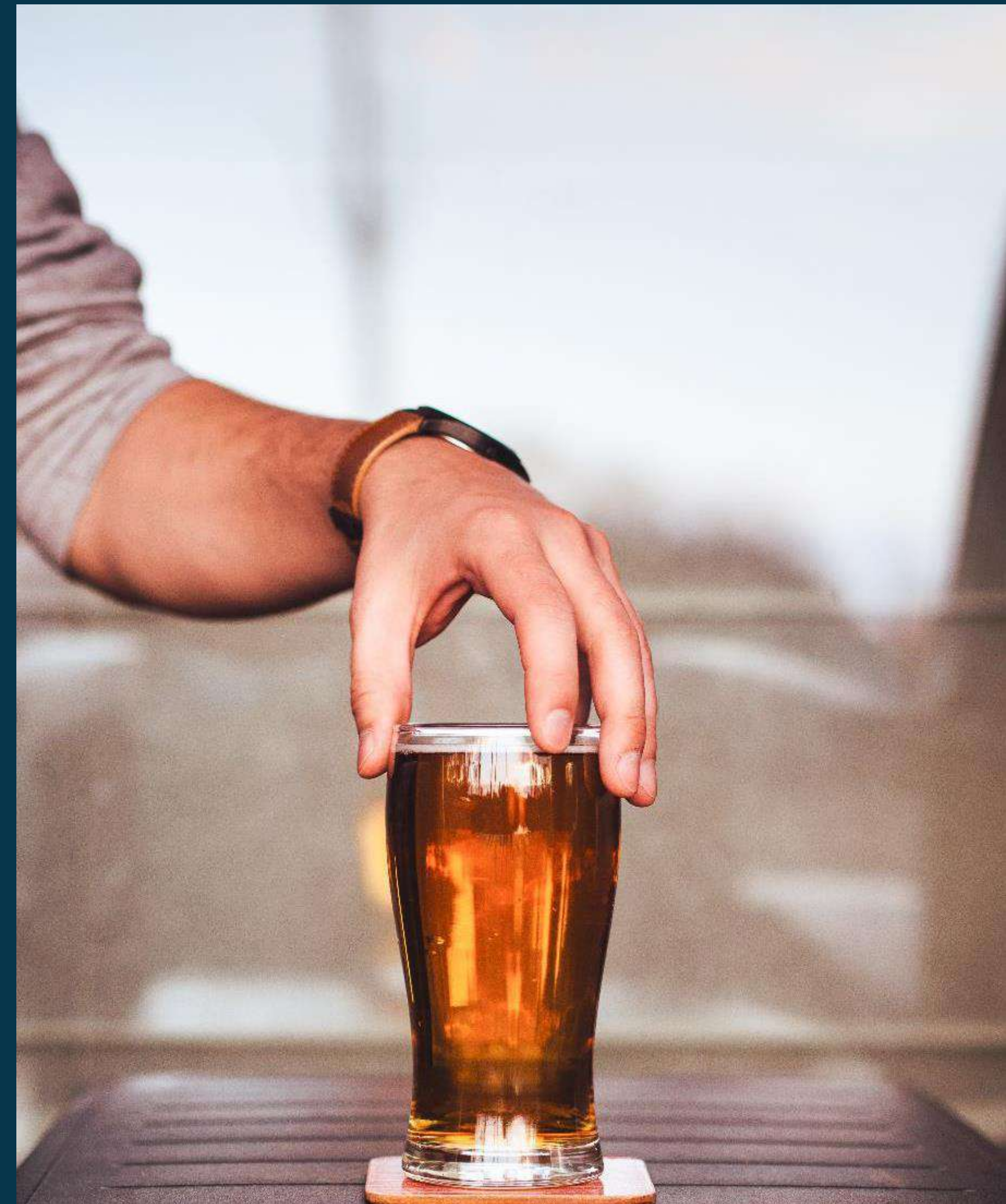
# Review, Digest, Decide



When specifically (date & time) is your next review point / backlog feed session?

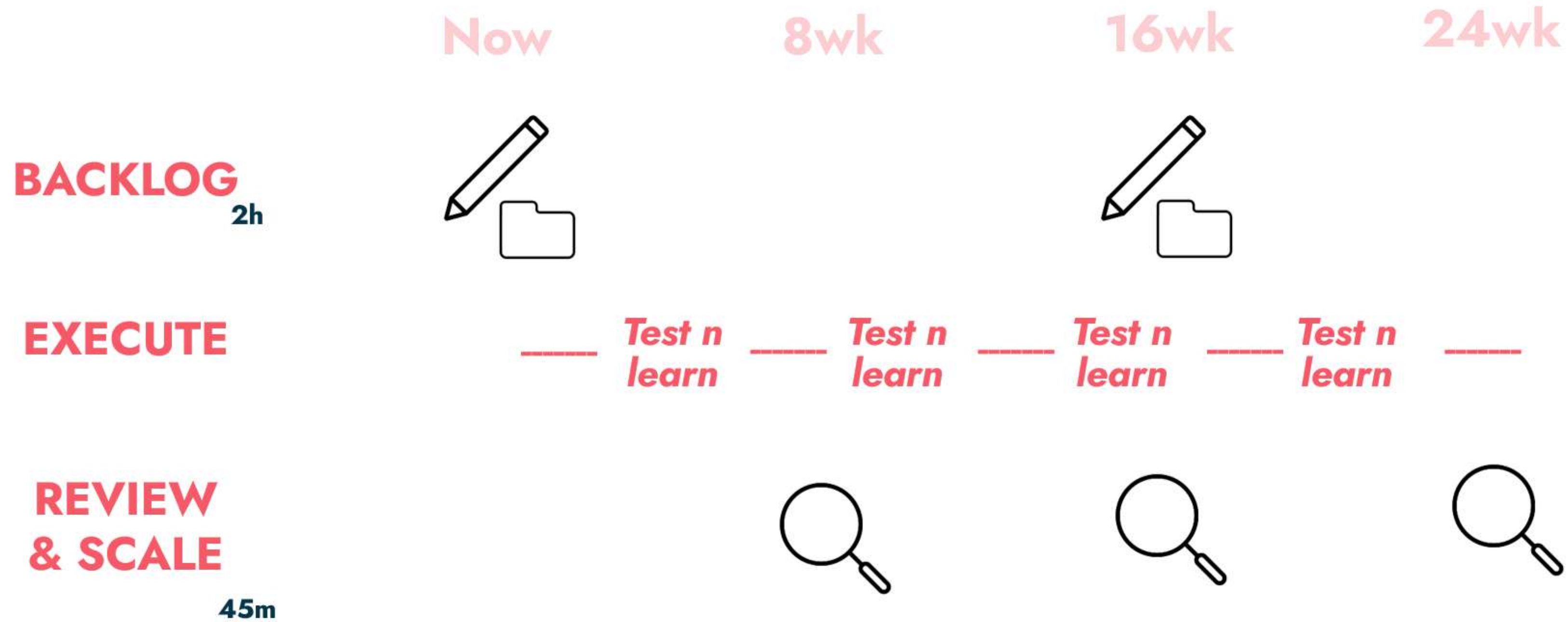


Celebrate completion... even  
on 'failure'





# What we REALLY want...









**Let's bring this into land**





0

## Sprint Question / Lens

1

**“The Boat”**

2

**“How Might We’s”**

3

**Lightning Demos**

4

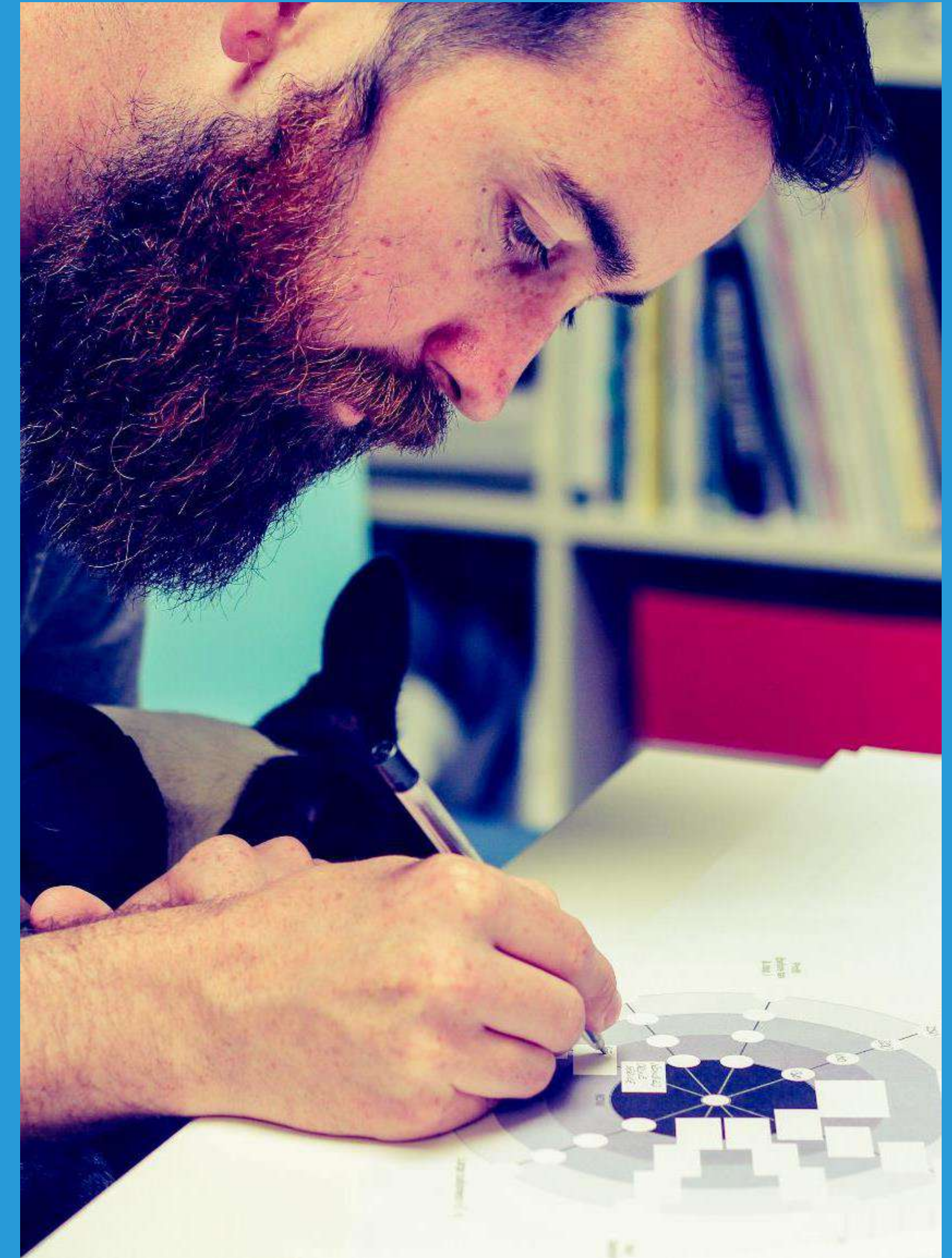
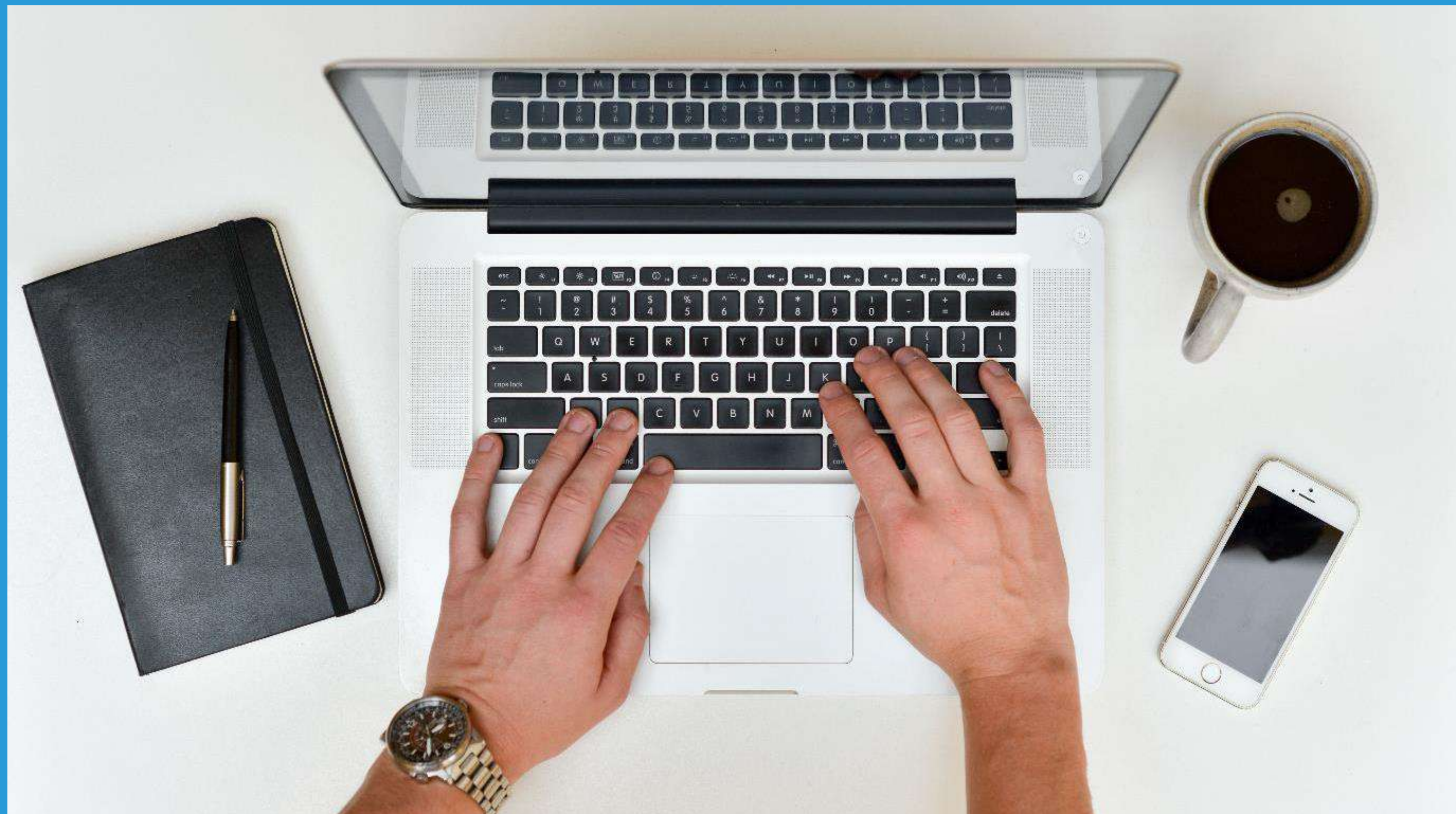
**Growth Experiment  
s**

5

**Prioritise & Commit**



**You will get a resource page with ALL the slides and photos we've taken**





# FOUR CHUNKS OF VALUE

1

Getting properly aligned as a team on priorities, barriers and sacrifices

Extended time with experts who can help

3

2

Creating specific growth experiments

Learning the process and stealing the method

4





**11 teams**  
**430 post-its**  
**207 slides**  
**34 growth experiments**

**67 red dot votes**  
**6 Hub partners**  
**Awesome brownies**





## On Tables

---

- 1. What's been your favourite thing about today?**
- 2. What's been the main insight from today?**



[bit.ly/lincsprint](https://bit.ly/lincsprint)





# Closing thoughts

**Noreen Read**

**Business Lincolnshire**





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[sean@muchclearer.com](mailto:sean@muchclearer.com)

  
Business  
Lincolnshire  
The place to go for business growth

 MUCHCLEARER

