

What is moving us forward?

Remember to consider Acquisition, Activation and Retention

What is holding us back?

2

Voting Area

Move your 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 post-its to Tier 1,
the next highest to Tier 2 etc...

Tier 1

Tier 2

Tier 3

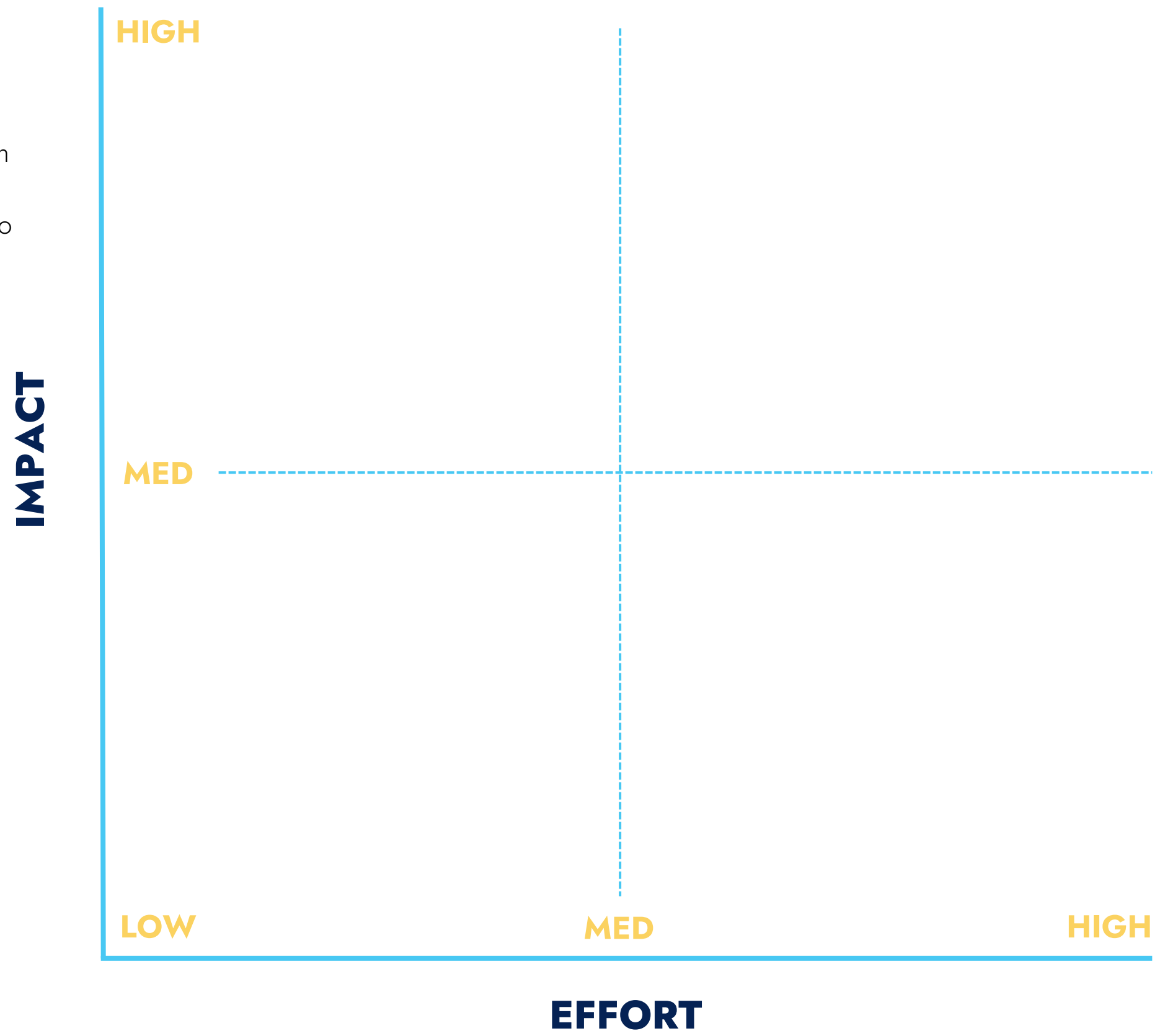
Effort / Impact Matrix

1 Lift the experiments

Place the Experiment names here 

2 Prioritise

1. Take your first Experiment
2. Place it in a common sense spot on the grid
3. Place the next experiment relative to the first... and so on.



4 Plan

1. Assign an owner
2. Agree the first couple of actions to get started
3. Get a date and time in the diary to review progress.

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