

Apply PlumGig's problem-solving methodology to overcome any challenge. Discover and test solutions by running safe-to-try experiments on-the-job.

## UNDERSTAND THE CHALLENGE

Build a deep understanding of your challenge.

*What's stopping us?  
What's getting in our way?  
What's frustrating us?  
What's holding us back?*

Most challenges have multiple causes. Uncover those to begin discovering alternatives.

## SCALE THE OUTCOMES

Share what you've learned with others so you can do even more together.

*What did we learn?  
What will we do next?  
What story can we tell that will encourage others to join the party?*

Amplify what works and pull back from what doesn't by telling your story to others – grounded in real data and experience.

## DISCOVER ALTERNATIVES

Ideate and prioritize a mass of solutions.

*We have a way we do it now, what's a way we could do it in the future?*

Consider ways that will move the business one or two steps forward towards overcoming a known challenge.

## FORM HYPOTHESES

Turn your top alternatives into a hypothesis and create an experimentation plan.

*What are we going to try?  
What outcomes do we expect will happen?*

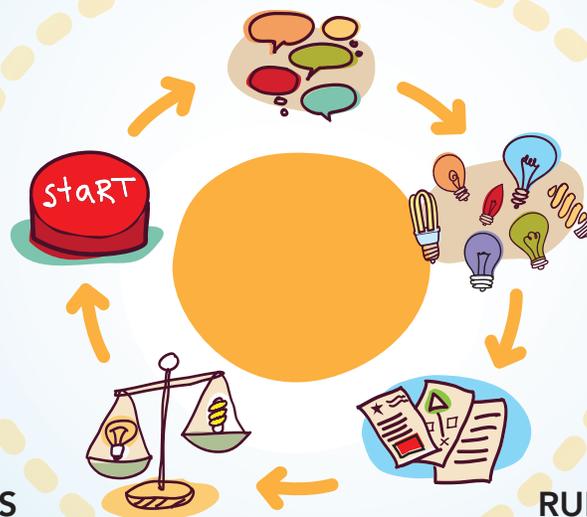
Hypotheses tell the world what you predict will happen in your experiment and must be simple and clear enough to be tested.

## RUN EXPERIMENTS

Test your hypothesis with a live experiment and document your outcomes.

*What is a safe-to-try experiment to determine if this alternative helps us overcome this challenge?*

Experiments test out alternatives in ways that mitigate risks while obtaining real world data.



# MISSION STEPS



## STEP 1: JOIN A MISSION TEAM

Complete this 1-minute poll and sign up for a mission that matters to you.

Time: 1 min  
When: Now

## STEP 3: ATTEND MISSION TEAM MEETING

In your mission team meeting, you and your mission team will discuss the mission and its causes, generate and crowd-source the best alternatives, form hypotheses, and build experiment plans. You will exit the mission team meeting prepared to run an experiment back on-the-job.

Time: 2 hours  
Where: Zoom & Miro  
When: Check your inbox for a calendar invite

## STEP 5: OFFER ADVICE

After you post your experiment plan, offer advice to five other participants. Select your current mission from the Team Accelerator homepage. Inside the mission page you will see several new posts, including yours! These posts represent experiment plans. Click on a post from the list, read it, and then click "Offer Advice". Do this for five posts.

Time: 45 min  
When: Immediately after posting your Experiment Plan

## STEP 7: SHARE FINDINGS

Edit your original post and add the outcome of your experiment and what you learned. Select your current mission from the Team Accelerator homepage. Find your post and click on it. To edit your post, click on the little gray pencil on the upper right side of your post.

Time: 15 min  
When: Prior to the Mission Debrief

## STEP 2: REVIEW MISSION DETAILS

Log into your Team Accelerator and choose your current mission from the left side of the page. Click on the topic titled: "Mission Details" and review the materials collected so far.]

Time: 15 min  
When: Prior to your Mission Team Meeting

## STEP 4: SUBMIT YOUR EXPERIMENT

Log into your Team Accelerator and click on the Experiment Wizard button located at the top of the page. Follow the prompts to share your hypothesis & experiment plan as a new post inside the Accelerator.

Time: 30 min  
When: After Mission Team Meeting

## STEP 6: RUN EXPERIMENT

Using your experiment plan as a guide, run your experiment back on-the-job.

Time: As needed  
Where: On-the-job  
When: Between Mission Team Meeting & Mission Debrief

## STEP 8: ATTEND MISSION DEBRIEF

Amplify what works and pull back from what doesn't by telling your story to others – grounded in real data and experience. Join your mission team in this 1-hour, coach-led discussion and explore how you can work together to scale your most successful experiments.

Time: 1 hour  
Where: Zoom  
When: Check calendar for invite



**Need help, advice or coaching?** Email your Team Accelerator coaches at [hello@plumgig.net](mailto:hello@plumgig.net) for additional support.

