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Week 45 Focus: Experimentation

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Focus Question: *What does experimentation mean for you? Look like in your work?*

Description

Experimentation is key for business leaders and teams today. Many times, the context is changing so quickly that we don't have time to complete an entire roll-out before having to make a final decision. That can lead to a mindset of experimentation, where it is encouraged to try things out, see what works and what doesn't.

In supporting experimentation in our team, we want to:

- Encourage and reward trial and error
- Create safety around not getting "things right"
- Provide team members with time and resources to experiment, beyond their everyday team responsibilities
- Facilitate an evaluation of projects or "Experiments" that are completed or are even at the midpoint

Questions we may ask at project reviews include:

Practically, incorporating more experimentation may look like:

- Putting shorter time windows on projects, with quicker checkpoints to see what is working, and what is not
- Moving projects out of design phase and into beta more quickly so that pilots can be rolled out and/or early adopters can take the program for a test drive
- Looking at testing a couple of different strategies at the same time, with the notion that they may not be as fully developed as they have been in the past. Early results may inform what gets further developed and/or followed

(Originally published as <https://www.potentialsrealized.com/teams-365-blog/teams365-1597-teamwork-skills-in-complex-times-experimentation> and <https://www.potentialsrealized.com/teams-365-blog/teams365-1583-in-focus-experimentation>)

Activity

What are the experiments you want to undertake right now around your work? Where could more experimentation benefit you (and the team) with innovation or focus?

When improving yourself or your business, it's often not clear what approach will create the intended result. That's where the Experimental Mindset comes in handy.

Constant experimentation is the only way you can identify what will actually produce the result you desire. Often, the best (or only) way to learn things is to jump in and try. At the beginning, you may be over your head, but there's no faster way to learn what works."

Josh Kaufman

Consider these questions

- 📍 What's working?
- 📍 What's not?
- 📍 What are the things that need to be abandoned or tweaked?
- 📍 What additional resources do we need?
- 📍 What unknown obstacles have become visible?
- 📍 What is the big learning we are taking?
- 📍 What is the one thing/ or the many things we are going to do differently going forward?
- 📍 Who else can we learn from (including our own past projects?)

For more on this topic check out: [Section 4 of PlanDoTrack for more on Experimentation.](#)

Experimentation has also been one of the quarterly themes we've anchored into this year at the Remote Pathways podcast. Be sure to check out the Community Calls at the Remote Pathways Podcast. You can find them at this YouTube Playlist - <http://bit.ly/rppcc> (Remote Pathways Podcast Community Call playlist)