

THE MOBIUS LOOP

Strategy, Product or Service Name:

Owner:

Date:

WHY?

Understand the Challenges and Opportunities



START

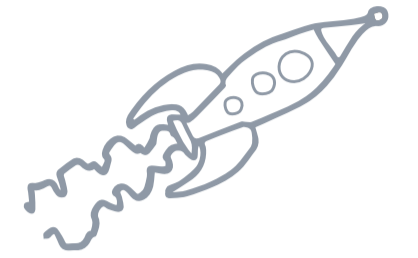


OPTIONS

Validate the potential solutions and hypotheses.

DELIVER

Research, experiment, implement.



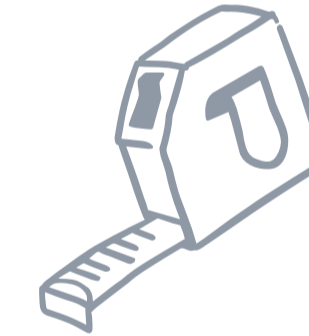
OUTCOMES

Create clear definitions and measures of success.



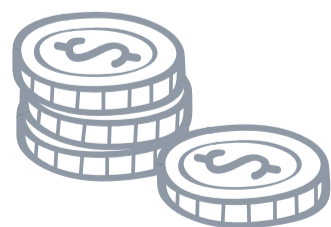
MEASURE

Examine and act on the knowledge gained.



VALUE

Define the benefits and who receives them.



ADAPT

Discover the options - continue to deliver...

