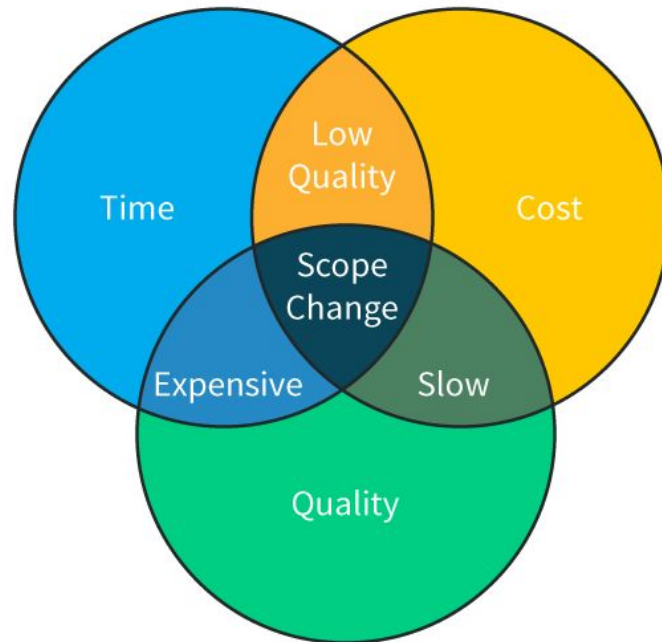


# One Common Approach

A helpful tool when thinking about Building in Binary.



# Build in Binary

Compare trade offs one by one creating a binary choice which is easier to resolve.

Cost VS Speed?

Research: [Analytic Hierarchy Process](#)



# 5 Whys

Ask why five times to find the route cause.

- 1. Why** are customers being shipped bad products? – Because manufacturing built the products to a specification that is different from what the customer and the sales person agreed to.
- 2. Why** did manufacturing build the products to a different specification than that of sales? – Because the sales person expedites work on the shop floor by calling the head of manufacturing directly to begin work. An error happened when the specifications were being communicated or written down.
- 3. Why** does the sales person call the head of manufacturing directly to start work instead of following the procedure established in the company? – Because the “start work” form requires the sales director’s approval before work can begin and slows the manufacturing process (or stops it when the director is out of the office).
- 4. Why** does the form contain an approval for the sales director? – Because the sales director needs to be continually updated on sales for discussions with the CEO.

In this case only four Whys were required to find out that a non-value added signature authority is helping to cause a process breakdown.



# Inversion

Figure out what you don't want by inverting the question.

How can we destroy our team collaboration?



# ICE

Give every task a rating out of 5 across

- Impact
- Confidence
- Ease.

**ICE** is an acronym for **Impact**, **Confidence**, and **Ease**. Each word is given a score from 1 – 5, with all three numbers being added for your final **ICE** score. Each initiative is prioritized based on the highest numbers and the prioritization follows in consecutive order.



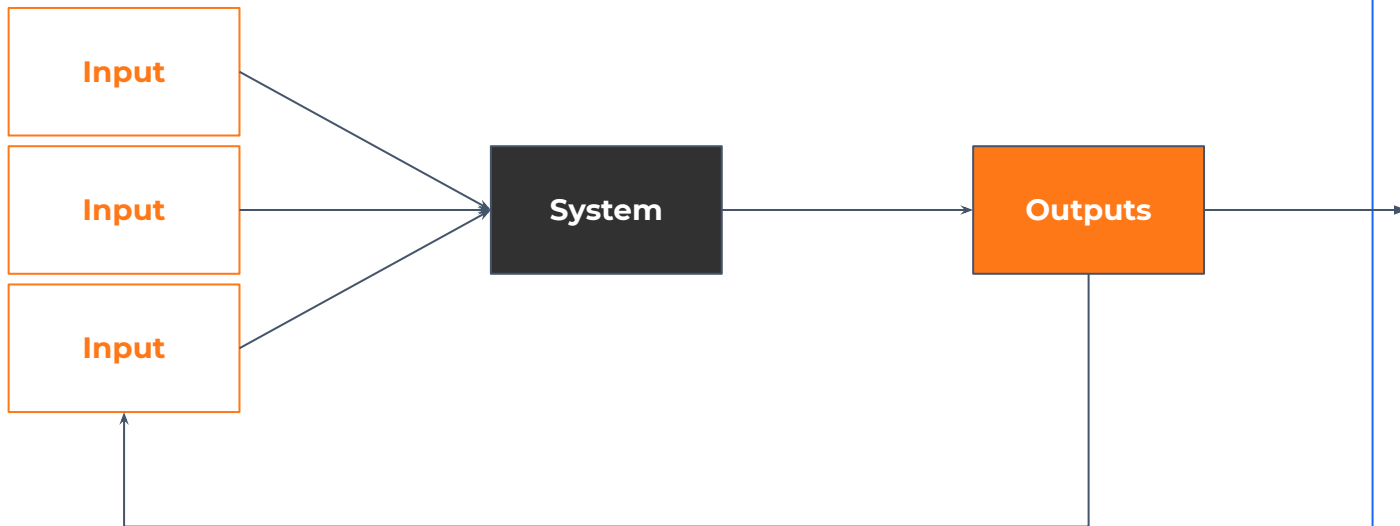
# Objectives

- Grow customer acquisition by 10%
- Reduce churn to 3%
- Increase profile completion to 80% for new customers

# Tasks

- Launch new blog redesign to improve SEO
- Integrate Segment for CDP
- Set up automated customer onboarding push notifications
- Launch new partnership with XYZ org
- Create a cohort for users who haven't been active in 14 days
- Launch new seasonal paid social campaigns

## Environment



**Podium Win**

*Output*

**Environment**

- Weather
- Culture of the team
- Competition

**Input**

- Driver
- Pit Stop Team
- Comms Team
- # Practise Sessions
- Tools of the team

**System**

- The Car
- The Fuel
- The Tires

**Feedback Loop**



- Lap Performance
- Leaderboard
- Car Sensors



# Breakout Resource

1

## 5 Whys

Ask why 5 times to find the route cause

2

## Inversion

Figure out what you don't want by inverting the question

3

## Build in Binary

Compare trade offs one by one (Cost vs Speed)

4

## ICE

Score every task out of 5 (Impact, Confidence & Ease)

5

## Breakdown Assumptions

What do we take as given when it might not be? (QA Checklists?)

6

## MVP / POC

What can we build quickly to validate assumptions?