THE *HUNCH* DESIGNER

WHEN INTUITION NEEDS A VOICE AND YOU NEED A PLAN

Part 1: Prepare

OBSERVE

WHAT HAVE YOU OBSERVED?

Have you noted that a process is slow or inefficient; customer response to a product is underwhelming; employee morale is low...? What's the thing you've seen, and are inspired to change for the better?

INTUIT

WHAT'S YOUR HUNCH?

What do you believe is the key to positively influencing what you've observed? Is it the design of the product? The flow of the process? The way communication happens? Trust your gut here... you've got this.

DESIGN

WHAT IS THE SMALLEST CHANGE YOU COULD MAKE THAT WOULD TEST YOUR HUNCH?

Without overhauling, massively disrupting, or burning a bridge - what is the smallest tweak you could imagine that would indicate the accuracy of your hunch?

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Part 2: Assess

PREPARE

WHAT DO YOU NEED IN YOUR CORNER TO MAKE THIS HAPPEN?

Whether it's resources - human or other, permission, collaboration... what are all of the assets you'll need to give this hunch the old college try?

OBSERVE

WHAT INDICATORS HAVE THE POWER TO INFORM?

What will serve as your proxy for success or failure - whether customer response, employee feedback, speed of execution? How will you assess your hunch?

REFLECT

WHAT HAVE YOU LEARNED?

Failure is off the table. Any outcomes are information. What insights have you gathered? How will these impact your approach moving forward?