

Week 50 Focus — Experimentation

Focus Question: Where might experiments in your work or business support you?

DESCRIPTION

In the three books I have published since 2017, I make reference to the need for experimentation in today's VUCA – Volatile, Uncertain, Complex and Ambiguous – world.

Given that things are changing so quickly, trying things out to see how, and if, they work can be an important part of the business process.

It may be the things we are not sure of, that give us the greatest impact. Part of experimentation means that are we willing to try something out, and another part of experimentation is tracking our results.

In my business, one of the longest experiments I have undertaking is my writing at the Teams365 blog. Born on January 1st, 2014, the blog was an experiment to initially see how I could enhance the readership and visibility of my work and brand. What initially was going to be a one-year experiment in posting blog posts has grown into a six-year experiment (2014-2019) and an important part of my creative process. My regular writing under the Teams365 banner has become an important part of content creation for my client programs, and an important vehicle for me to find and magnify my voice in the areas of leadership, teamwork, remote work and virtual conversations. It's become a really important repository as well for my work and intellectual property.

After six years of blogging, I would say that this has been a success. Website visits have moved from 80 page reads a week to more than 10, 000 a week.

What experiments have you undertaking? What ones do you want to plan for the new year?

ACTIVITY

Think about your key goals right now. What are the things which could benefit from more experimentation?

What is your hypothesis, or what do you think is going to happen?

What do you want to track so that you know your experiments are working? What are the short-term metrics? Long-term?

CONNECTION TO THE WORKBOOK AND PLANNER

Consider using one of the Monthly Daily Trackers to track the results of your experiments.

"Life is trying things to see if they work."

Ray Bradbury