**Change tactic assumption**

What assumption do you have on a particular change tactic or approach that you would like to test?

**Experiment statement**

We believe that by ....................... (actionable tactic to be tested)

We will achieve ......................... (outcome targeted)

To verify this we will ..................... (how to test)

We will measure the experiment success by .......... (measure)

**Experiment planning**

Resources required

Key steps:

**Results**

Was the hypothesis proven or disproven?

**Learning & next steps**

What were some of the key lessons learnt?

What next?