

## 1. SET THE CRITERIA

### SUCCESS CRITERIA



#### Impact Metric

How will we measure success? With a financial metric? Social impact? A sustainability measure?



#### Target

Are we trying to maximize or minimize the metric? What is our quantified goal?



#### Time Frame

What is the time frame? When do we need to reach the target?



#### Probability

How certain do we need to be of achieving this target to stop iterating and just scale up?

### FAIL CONDITION



#### Danger Metric

What metric would convince us our plan is flawed and we must pivot or shut down our project?



#### Target

What is the quantified threshold of failure? Do we need to be higher or lower?



#### Time Frame

What is the time frame? When is the danger point where we need to measure the danger metric?



#### Probability

What likelihood of failure would convince us to pivot or shut down our project?

## 2. GET THE DATA



#### Results

What were the quantified results? Are there supporting documents to review?

## 3. MAKE THE CALL



#### Decision

Based on the actual data, what is our decision? Pivot, Persevere, Scale Up, or Kill the project?



#### Rationale

Beyond the quantified results, is there any additional strategic rationale for this decision?



#### Next Steps

What do we need to do next? Do we need to schedule a retro or root cause analysis?

