



November 21, 2024

# Experimentation

## FEATURE ARTICLE

*Written by: David Stevens, Director of Business Development*

### It's time to start moving.

In this world of seemingly endless, rapid transformation experimentation is vital for making informed decisions. As organizations navigate the volatility of innovation, they must confront numerous challenges and opportunities. While traditional businesses may struggle with the pace of change, leveraging experimentation can deliver unparalleled validity to their efforts and investments.

Too often, business decisions are swayed by subjective judgment or influence of a single individual—a phenomenon sometimes referred to as 'Hippo' (Highest Paid Person's Opinion). Don't get me wrong, seniority and expertise are valuable, but relying solely on hierarchy isn't always the right approach. Experimentation removes this bias and enables objective, data-driven insights to guide decision making through measurable outcomes.

Achieving an environment and culture of experimentation takes effort, but when done correctly, it pays dividends. Here are three practices worth focusing on:

#### 1. Distribution.

To turn experimentation into a strategic advantage, leadership should assume a supportive role. The C-suite is best positioned to define overarching strategies, set KPIs, and establish metrics. The execution of experiments should be entrusted to dedicated teams. By distributing experimentation efforts across organizational departments, leaders ensure that experiments get executed, insights are actionable, and results are aligned with the businesses goals.

#### 2. Consistency.

Experimentation is a cycle of learning, not a guarantee

of success in every instance. Asking the right questions and building on past results ensures progress, even when a test doesn't produce the desired outcome. Failed experiments are as valuable as successful ones; they validate what works and provide direction for further exploration. Questioning existing approaches is key. Experimentation isn't just about optimization—it's about uncovering the path forward.

### 3. Inclusion.

It's easy to prioritize large, complex experiments with high visibility, but the seemingly minor ones often reveal incremental improvements. It's important to give all experiments a fair shot, no matter their size or complexity. It's not the results of a single experiment that you should be focused on, but rather your overall experimentation. The combination of results is where real progress is made.

Experimentation is more than a process; it's a mindset that drives innovation, adaptability, and resilience. In a world of constant change, it allows organizations to turn uncertainty into opportunity. By embracing distribution, striving for consistency, and committing to inclusion, experimentation ensures progress and ultimately, success.

***Standing still is not an option.***

CONTACT US

