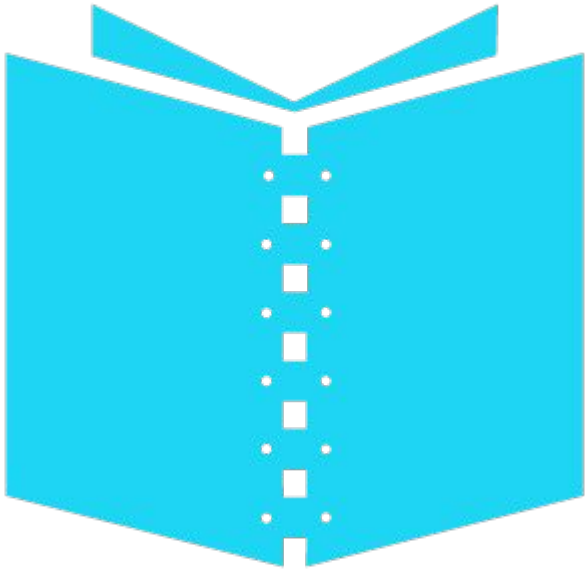
BETTER *FASTER* **HAPPIER**

INTRODUCING DISCOVERY

TRAINING OUTLINE



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TRAINING COURSE

INTRODUCING DISCOVERY

Overview

This half day training course aims to give participants a knowledge of the end to end discovery process and the tools and techniques to practice discovery successfully

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PART ONE
DISCOVERY: WHAT & WHY?

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LEARNING OUTCOMES

- Establish the purpose of discovery to maximise return on investment and reduce waste
- Using discovery to validate value, viability, usability and feasibility
- Discovery for innovation vs optimisation
- Optimising for outcomes over output

ACTIVITIES

What are your outcomes

Participants are asked to identify the desired outcomes for their current or recent initiatives

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PART TWO
PROBLEMS & OPPORTUNITIES

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LEARNING OUTCOMES

- Using data to discover problems and opportunities
- Using quantitative data to identify rich insights
- Using qualitative data to source customer feedback and uncover customer needs and opportunities
- The Jobs To Be Done framework
- Interviewing customers with the Discovery Trio
- Interview Do’s and Don’ts

ACTIVITIES

Data Mining

Using a simple dataset for a fictitious online retailer, identify an insight to optimise average order value

Conducting Interviews

Working in pairs, practice interview skills by sourcing entertainment recommendations

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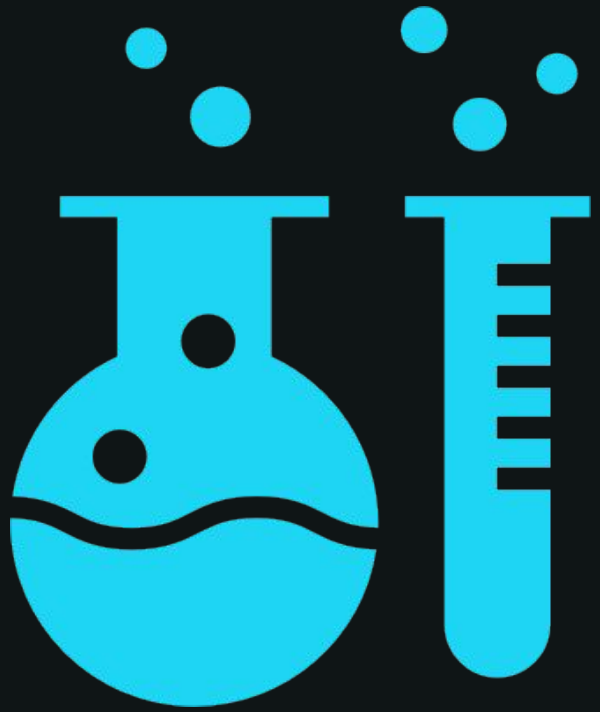

PART 3
RUNNING EXPERIMENTS

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LEARNING OUTCOMES

- Sourcing ideas with structured brainstorms
- Using the ICE framework to prioritise ideas to test
- Formulating hypotheses
- Experimenting to learn and build confidence
- Iterative experimentation
- The importance of high tempo in experimentation
- Designing digital experiments “like you’re wrong”
- Using the Opportunity Solution Tree

ACTIVITIES

Guess the Test

Build familiarity with common types of tests by matching the test name to the description

Design an Experiment

Write a hypothesis and design an experiment to test it

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WORKSHOP

GO DISCOVER

Overview

In this workshop participants will put their new skills into practice with a a real world opportunity from your business

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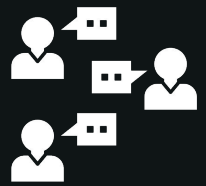
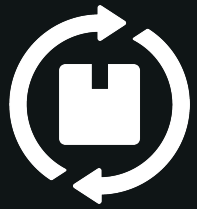
PART ONE
HYPOTHESIS DESIGN

Create a hypothesis which defines assumptions and measures of success



PART TWO
IDEATION

Brainstorm potential solutions and prioritise a solution to test



PART THREE
EXPERIMENT DESIGN

Define a test which could be launched within 1 day

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WORKSHOP

DISCOVERY IN PRACTICE

Overview

This workshop provides teams with the opportunity to design their own discovery process ready to put into practice

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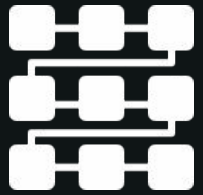

PART ONE
EVOLVE WORKFLOW

Define the end-to-end discovery workflow

PART TWO
RESPONSIBILITIES

Agree who will be **involved** in each stage of the workflow

PART THREE
ACCOUNTABILITIES

Agree who will be **accountable** for each stage of the workflow

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FORMAT AND DELIVERY

The discovery training consists of 3 parts.
All content is delivered face to face.
The content can be tailored to your teams and business.

At the end of the training participants will receive:

- PDF copies of the training decks
- A summary of key learnings including follow-up reading and useful resources

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WHAT IT COSTS

£375 per person

Maximum 16 people per session

The training and workshops can be customised to meet the needs of your organisation

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FOLLOW UP
COACHING

Optional follow-up coaching, troubleshooting and guidance is also available to support your teams as they adopt discovery

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