



## OPTIONAL DISCUSSION

### CHAPTER 11

- What surprised you about the new mindset on rapid research?
- What confirmed what you already knew?
- Think of a time when research aided your judgment.
- Think of a time when you avoided conducting quantitative research and it cost you.
- How many times does your average innovation get quantitatively tested on its way to market?
- Do you have a conservative organization that is committed to data-based decisions?
- Does your organization approach innovation as a gamble - making decisions based on judgement?
- Are your test methods state of the art? What would it take to upgrade them?

## NOTES