NAVIGATE WITH PACKAGED IDEA MVPS

Lesson

Packaged idea MVPs—focusing on small steps over short periods of time—create clarity, valuable learning, and effective progress through the unknown. Small actions can lead to really big things.

Question (use Practice to answer)

What is your packaged idea MVP?

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Practice (to answer Question)

Identify an idea you would like to explore or launch but that you're not quite sure how to move forward. Then, package that idea following these steps:

1   **Idea Name:** Name your idea.

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2   **Idea MVP:** Identify an idea MVP step (and time frame) that will move your idea forward.

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3 **MVP Metric(s):** Establish what you will measure to ensure you are making progress on your idea MVP.

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Example

I want to create a leadership program that helps leaders courageously explore the unknown.

1 **Idea Name:** Expedition Program

2 **Idea MVP:** Create a run of show for beta day of the Expedition Program over the next thirty days. (A "run of show" is a production schedule for an event that identifies the content to be presented, the presenter, and the time frames for the presentation. A "beta day" is a test day used to learn what would work within an official program launch day.)

3 **MVP Metric:** Identify at least seven content modules in the run of show.