



NAVIGATE WITH DECLARED ACTION

Lesson

Action precedes clarity in the unknown. Declaring action generates momentum, which in turn creates confidence.

Question (use Practice to answer)

What is the declared action for your idea MVP?

Practice (to answer Question)

To declare action for your idea MVP, follow these steps:

1 Idea MVP: Identify your idea MVP.

2 Declared Action: Given the four exploratory competencies (current means, ideation, boundaries, and enrollment—see Exploratory Principle 5), craft a declared action for your idea MVP that includes a noun, verb, and date.

- **Current means**

- **Ideation**

- **Boundaries**

- **Enrollment**

Example

1 Idea MVP: Create a run of show for beta day of the Expedition Program.

2 Declared Action:

- **Current means:** I will design a run of show (draft 1) for beta day loosely based on (not copying) the formats I have from other leadership programs within the next four days.
- **Ideation:** I will include a story of a courageous explorer within the content of the run of show within the next seven days.
- **Boundaries:** I will finalize the run of show so that it can be shared for feedback with thought leaders in the next fourteen days.
- **Enrollment:** I will share the run of show with two thought leaders, Cheryl and Heidi, and incorporate their overall feedback, and I will have at least seven content modules within the next thirty days.