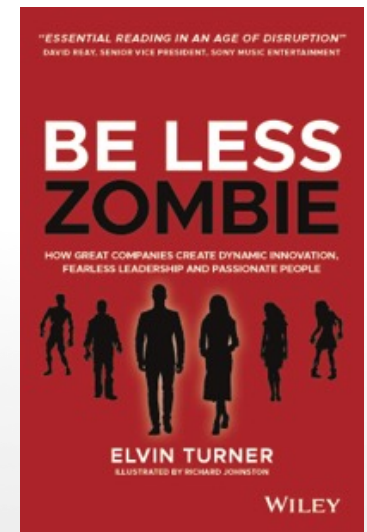
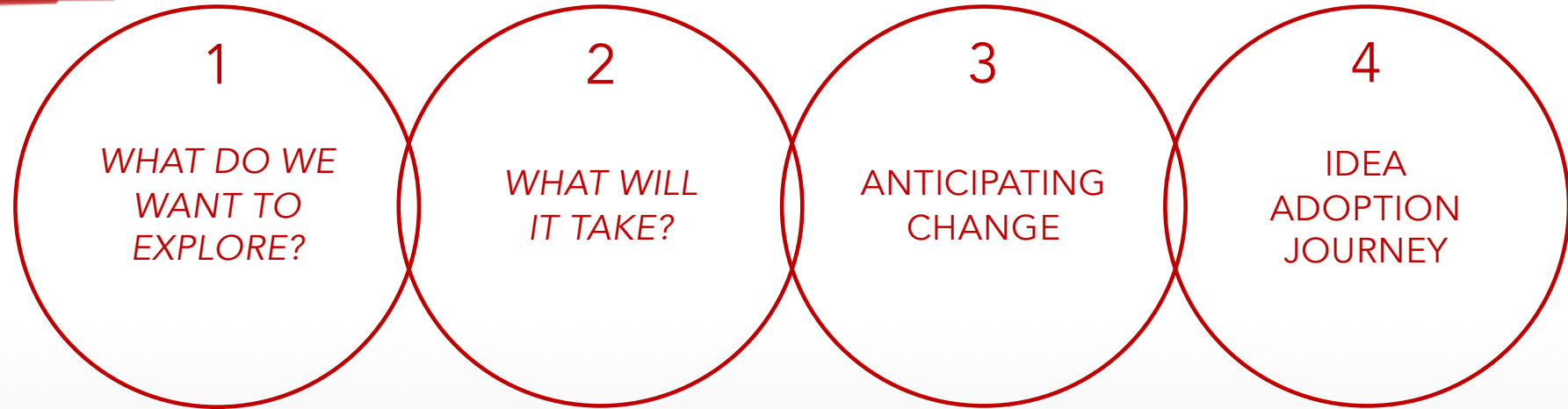


# ASSUMPTION TRACKER



Adapted from *Be Less Zombie: How great companies create dynamic innovation, fearless leadership & passionate people.*  
Download this template and other resources from [www.belesszombie.com/turniton](http://www.belesszombie.com/turniton)

# FOUR FRAMEWORKS



Use each of the following frameworks to help you define reality around your idea or project

The better you can articulate and understand your assumptions, the more likely you'll make better decisions along the journey

These frameworks are designed to kickstart conversations. Add breadth and depth to them to fit your unique organisational context

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# 1. What do we want to explore?

## Problem / Opportunity Definition

### i. Problem / Opportunity

What important problem or opportunity are you addressing? For whom?

How will life be better once the problem / opportunity is addressed?

### ii. Solution Idea

Describe your idea in language that your parents would understand. What does it do? What benefits will it bring? How does it do it? 1-2 sentences maximum.

### iv. Assumptions to test

What would need to be true for your idea to work?

List the assumptions that you believe to be mission-critical to the success of your idea, yet you are least certain they are true E.g. *Our main customer segment will actually want this solution badly enough to change their current behavior and adopt our solution*

### iii) Benefits vs downsides

What are the all-round benefits of addressing this problem / opportunity? Financial, brand, market position, learning etc.

Will anyone lose out as a result of this solution? What might be the knock-on impact?

## 2. What will it take?

**What will it take?**

<p><b>i. Resources</b> What resources will we need in order to create this solution?</p>	<p><b>ii. Capabilities</b> What capabilities will we need to create this solution?.</p>
<p><b>iv. Costs</b> What costs should we anticipate to develop this solution?</p>	<p><b>iii) Partnerships</b> What partnerships will we need to create this solution?.</p>

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## 3. Anticipating change

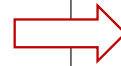
### Anticipating change

#### What needs to change?

For the idea to succeed, how would the way things are done today need to change?  
E.g. motivations, behaviours, habits, capabilities, preferences, processes, mindset, resources, relationships, reporting etc.?

#### Barriers to change

What anxieties, concerns and resistance might these changes create? For whom?



## 4. Idea adoption journey

### Idea adoption journey

What would need to be true for users to successfully discover, understand, adopt and advocate the idea? E.g. Communication, training, support, stakeholder involvement etc.

