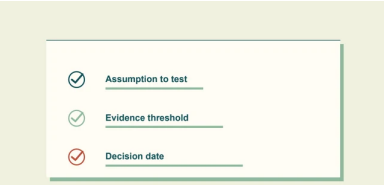
Strategic assumptions test *plan*



We create experiments, evidence thresholds and decision dates for five assumptions.

Who it helps

Founders and managing directors

The problem to solve

Untested assumptions make it difficult to tell whether to invest in a plan or revise it.

Working through the brief

1. **Select five strategic assumptions**

   Gather the agreed inputs. Your strategic priorities, accountable leaders and intended decision dates.

2. **Design evidence tests**

   Track “Assumption to test” and “Evidence threshold” together so the reviewer can connect the source information to the result.

3. **Assign thresholds and decision dates**

   Use the experiments to replace open-ended discussion with evidence thresholds and a dated decision for each assumption.

4. **Check the scope at handover**

   Third-party data and work beyond the agreed business unit or market are separate.

Worked example

The plan assumes buyers will switch suppliers. Define a small test and record what result would challenge that assumption.

Read the service scope / STR-028

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