



1. What will we do?
2. Who will benefit and how?
3. How does this experiment connect with our purpose?
4. How will we do it?
5. For how long?
6. What level of comfort are we aiming for?
7. How uncomfortable/comfortable will this be?
8. What are the risks involved?
9. How will we engage our current people?
10. How will we debrief this experiment?