

THE
EXPERIMENTAL
MINDSET
CHEAT SHEET
~

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CHEATSHEET

① WHAT IS MY EXPERIMENT?

What's its purpose?
What do I hope to achieve?
What do I think might happen?

② WHAT I'LL DO

What, when, and when am I going to do my experiment?
Are other people involved? Who?

③ RUN YOUR EXPERIMENT

④ WHAT HAPPENED?

What are the results?
What surprised me?
What was confirmed?

⑤ WHAT DID I LEARN?

What did I notice?
What might I change?
What next?

TIPS

Start small.

Run an experiment for a day, or even an hour. Get used to the method.

Notice where turning a small experiment might be useful.

HINT: If you're stuck, what idea might you test?

Small experiments are perfect for reality testing your ideas and assumptions.

To begin, run one experiment at a time. Later, you may be comfy running a couple.

Rather than set
up a win/lose
situation,
set up an
experiment.

Now, we're
looking for
results, data,
evidence.

There's no
fail,
only data.

This is the
experimental
mindset...
we're curious
about what if...

WORKSHEET

① WHAT IS MY EXPERIMENT?

What's its purpose?
What do I hope to achieve?
What do I think might happen?

② WHAT I'LL DO

What, where, and when am I going to do my experiment?
Are other people involved? Who?

GIVE YOUR
EXPERIMENT
A NAME



MY EXPERIMENT IS :

③
RUN
YOUR
EXPERIMENT

WORKSHEET

④ WHAT HAPPENED?

What are the results?

What surprised me?

What was confirmed?

⑤

WHAT DID I LEARN?

What did I notice?

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What next?

WORKSHEET

① WHAT IS MY EXPERIMENT?

What's its purpose?
What do I hope to achieve?
What do I think might happen?

WHAT:

To run a hand drawn carousel on LinkedIn with an engagement 'call to action'

I hope people engage, and enjoy the drawings.

I think/fear it might fall flat on its face.

I'll create the carousel on my phone.

I'll post it on LinkedIn by the end of this week

I'll ask Liesel to check the pdf I also need to make.

② WHAT I'LL DO

What, when, and when am I going to do my experiment?
Are other people involved? Who?

GIVE YOUR
EXPERIMENT
A NAME



MY EXPERIMENT IS :

THE HAND DRAWN CAROUSEL EXPERIMENT

③
RUN
YOUR
EXPERIMENT

WORKSHEET

④ WHAT HAPPENED?

- What are the results?
- What surprised me?
- What was confirmed?

To date: 3 people responded
Surprise? see above!

Confirmed: ~~the~~ The format works (it's structure) and hand-drawn stands out. Also, I enjoy the hand drawn.

I learnt:

- If I post on Friday I need to be prepared to respond on the weekend (~~this is not~~)
- That it might be smart to have the worksheet more complete than it was when I posted.

⑤

WHAT DID I LEARN?

- What did I notice?
- What might I change?
- What next?

Next? ~~the~~ Try the same structure again but with a different CTA.

Thanks to
Digby Scott for
introducing me
to mini-experiments

and to my many
art teachers for
encouraging me to
play and ask
"What if..."



If this cheatsheet
has been useful
I'd love to
know.
(or how I might
improve it!)

And if you're
ready to take the
next step and
develop your creative
muscle get in touch

Say hello:
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or visit 

LIGHTHAUS.NZ