A quick protocol for designing an experiment in coaching

1. What is your goal? In other words, what is the outcome that you want, or your target condition?

2. What is your current condition?

3. What is your theory of action? (In other words, fill in the blanks in this sentence: “We think that if we do _______________________________________________________________________ then ______________________________________________________________________ will happen.

4. What are you going to try in the next week?

5. How will you know if you are successful?

6. What data will you collect?