

Innovation Framework

Level Setting

Description:

Level setting means getting everyone on the same page and/or bringing everyone up to speed up front so that there is a shared understanding of the situation and expectations. We oftentimes fail in working with internal or external teams when we don't level set at the beginning.

Before we “dive into” our solution/innovation from a strategic or tactical perspective it is therefore foundational that everyone is starting from the same place. In order to do this it is very helpful to clearly understand and articulate this understanding in the following 5 key ways:

- What we know
- What we think we know
- What we're not sure about
- What we don't think we know
- What we know we don't know

This framework can be used and updated throughout the entire diagnostic and design process. The more we are clear and open about these components of level setting, the less likely we are to have misaligned assumptions and the better we are able to recognize where we need to focus our primary and secondary market analysis efforts.

Framework Guide:

This framework is quite simple and can be used in any internal and external environment. It is a dynamic, working document, so to speak. Simply work with your team and/or constituents to note write down the appropriate information under the appropriate headers.

Over time, more information should move from right to left. This will happen as you test your solution/innovation in particular as the only way of truly “knowing” is through experience. And even though we note down that we know something, that doesn't mean we should always be questioning. We simply need to ask more questions where we have less certainty or knowledge.

One additional note is that it is okay to not know. Being open and honest about things that you don't know gives others more confidence that you know the things you say you know. There is a good deal of humility built into level setting that is important for open and honest conversations that demonstrate your authenticity.

Worksheet

Level Setting

What I know	What I think I know	What I'm not sure about	What I don't think I know	What I know I don't know