

Design



Design the Team
p. 3



Shape the Idea
p. 15

Test

Hypothesize
p. 27

Experiment
p. 41

Learn
p. 49

Decide
p. 59

Manage
p. 65

Experiments

Select an Experiment
p. 91

Discovery
p. 101

Validation
p. 231

Mindset

Avoid Experiment
Pitfalls
p. 313

Lead through
Experimentation
p. 317

Organize for
Experiments
p. 323

AFTERWORD
p. 329