

TEMPLATE 6: OPEN STUDIO FORMAT

End-of-cycle showcase that produces decisions, not applause. Run this as a 35-minute session with the people who can say yes, no, or pivot.

WHO'S IN THE ROOM

Sponsor: the decision-maker **Team:** those who did the work **Peers:** other innovation teams (observers)

1 Open with the frame 5 min

WHAT TO SHOW

Strategic context, hypothesis, and what you set out to learn this cycle.

KEY PROMPTS

"This initiative serves [strategic priority]. Our hypothesis is [If/Then/Because]. This cycle we focused on [learning goal]."

WHAT TO AVOID

Don't replay the entire project history. Start with where you are, not where you began.

2 Show the assumption map 5 min

WHAT TO SHOW

Template 3 (Assumption Map). Highlight which assumptions were in the "Test First" quadrant and which ones you targeted.

KEY PROMPTS

"These were the riskiest assumptions. We chose to test [assumption] because [rationale]."

WHAT TO AVOID

Don't show assumptions you parked. Focus on what you tested and why.

3 Walk through learnings 15 min

WHAT TO SHOW

Weekly synthesis findings (Template 4). Walk through assumption by assumption: what you did, what you found, what changed.

KEY PROMPTS

"For [assumption], we ran [experiment]. We found [result]. This moved our confidence from [level] to [level]."

WHAT TO AVOID

Don't present activities. Present what you learned. "We did 12 interviews" is not a learning.

4 Show the confidence dashboard 5 min

WHAT TO SHOW

Template 5 (Confidence Dashboard). Current state of evidence across all 7 dimensions.

KEY PROMPTS

"Across 7 dimensions, we have [X] Validated, [Y] Explored, and [Z] still Assumed. The gaps are in [dimensions]."

WHAT TO AVOID

Don't gloss over "Assumed" dimensions. They are the honest signal, not the uncomfortable ones.

5 Close with recommendation 5 min

WHAT TO SHOW

Your recommendation: continue (another cycle), pivot (change direction), trial (scale), or stop.

KEY PROMPTS

"Based on the evidence, we recommend [action] because [rationale]. If we continue, the next cycle focuses on [learning goal]."

WHAT TO AVOID

Don't ask for permission to keep going without a clear rationale. The evidence should drive the recommendation.

Total: 35 minutes