

Facilitating through Develop & Deliver

You're doing less doing
but you're still
accountable!

Key principles for success

- Keep focused on what you're trying to do - lift yourself out and figure out what you actually need to for the cycle (it's tempting to shoe-horn everything in!)
- You can't just be a project manager, you need to get into the detail and understand the KPIs / metrics you're trying to impact
- Be the champion and the driver to get it delivered
- Hold your team accountable to delivering the cycle using a test and learn mindset (depending on the scale of the cycle this might just mean a quick weekly progress check-in!)
- Remain the proposition guardian and make sure core surprise and delight elements aren't lost or cost-cut
- Excite and energise your team around optimisation to encourage sharing of learnings, upskilling and embedding these mindsets into working behaviours