Reflection A3: CAP-Do

Team Name:

Situation (Title)

C: Check

List what we are presently doing – Why, What, How
Share and document experiences in the SALES Team
Review organizational structural forces
List what we are certain and uncertain about
Value Chain Analysis: assess the current value chain that supports the customer's JTBD

P: Plan

Act and Engage: look and generate new alternatives
Visualization: use imagery to envision possible future conditions
Concept Development: assemble innovative elements into a coherent alternative solution that can be explored and evaluated
Group and make decisions on what:

=> To Start
=> To Stop
=> To do Differently
=> Not to Change

A: Act (Adjust)

Confirm with Customers/Markets key certainties and uncertainties
Observe, Think and Feel: Planning is not done in isolation.
Visit customers, go to Gemba for planning.
Write stories with customers of existing events
Write stories of customers of future events/scenarios

P: Pause (Presencing)

Are the stories clear, concise and relevant?
Reflection – The stories that you created in Check match with stories in Act (Divergent views are important)
Isolate and group key assumptions
Seek to understand

D: Do

Enact our Decisions

=> Create Standard Work for what not to change (SDCA)
=> Create Improvement for what to change (PDCA)
=> Create Plan to Start Something New (EDCA)
=> Stop what we don't want to do

Customer Co-Creation: enroll customers to participate in creating a solution that best meets their needs
Analyze and optimize: isolating and testing the key assumptions that will drive success or failure of a concept
Rapid Prototyping: express new concepts in a tangible form for exploration, testing, and refinement
Relate and Influence: No matter how good of an idea you have, the key is still in gaining acceptance of others, build constituency.

- Start another PDCA/SDCA/EDCA cycle for the next phase of the project -