TROJAN MICE V TROJAN HORSES

MULTIPLE SAFE TO FAIL EXPERIMENTS ALWAYS BEAT A SINGLE (FAVOURITE) GOOD IDEA.

WHY?

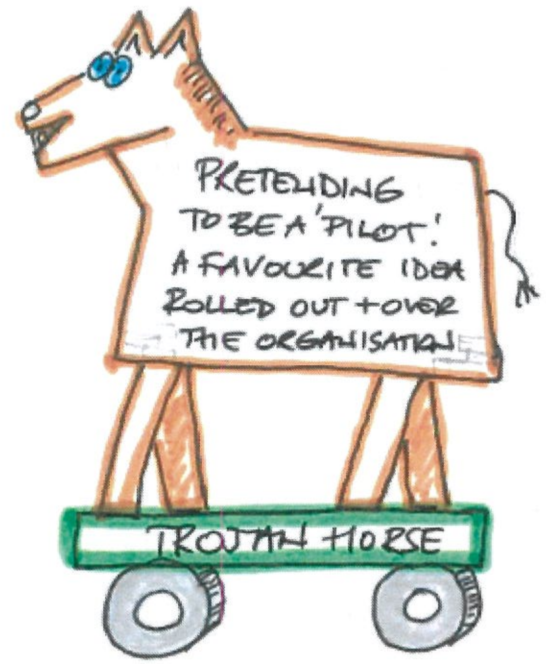
- MANY ORGANISATIONS DON'T ACTUALLY TRY LOTS OF DIVERSE IDEAS BEFORE THEY ROLL OUT / SCALE UP.
- TYPICAL BUSINESS CASE 'OPTIONS'
  1. DO NOTHING
  2. FAVOURITE IDEA *
  3. RIDICULOUSNESS

  (* THE TROJAN HORSE)

BUT IN A COMPLEX WORLD

- CAN'T ASSUME THAT ALL THINGS ARE 'KNOWN' AND PREDICTABLE
- NEED TO TEST MANY DIVERSE IDEAS TO SEE WHAT MIGHT WORK (TROJAN MICE)
- FAILURE WILL BE INEVITABLE AND DESIREABLE

ADAPTED FROM: @snowded on SAFE TO FAIL PILOTS.



HOW TO SPOT A TROJAN HORSE.

- HOW MANY IDEAS DID YOU TEST BEFORE THIS ONE?
- WHAT DID YOU LEARN FROM THOSE YOU REJECTED?
- DO YOU HAVE A PLAN TO SHUT THIS ONE DOWN IF IT DOESN'T WORK?

DRAWING: @whatsthepont.

5 TYPES OF TROJAN MICE

- **OBVIOUS** — 'OBVIOUSLY' TRY SOME THINGS YOU THINK WILL WORK
- **OBLIQUE** — SOMETHING FROM 'LEFT FIELD'
- **NAIVE** — ASKING THE DAFT / NAIVE QUESTION. CHALLENGES ASSUMPTIONS + REVEALS UNKNOWN ANSWERS (POSS)
- **CONFLICT** — SOME THAT ARE 'OPPOSITE' TO THE OBVIOUS GOOD IDEAS
- **FAILURE** — SOME DESIGNED TO FAIL. A SOURCE OF UNEXPECTED LEARNING

HOW TROJAN MICE BEHAVE

1. QUICK: DAYS NOT YEARS
2. PARALLEL: MANY RUNNING AT THE SAME TIME
3. PERMISSION: NOT REQUIRED
4. SAFE TO FAIL

HOW TO USE TROJAN MICE

ALL ABOUT GATHERING DATA. LEARNING ABOUT WHAT MIGHT WORK:

- MONITOR
- ANALYSE

} AMPLIFY WHAT IS POSITIVE, DAMPEN WHAT IS NEGATIVE