FILAMENTAL WISDOM

These twelve "home-grown" ideas, frameworks, models, and tools guide much of Filament's work with our customers. We hope these ideas can also help you get the most from yourself and your team.

I WISH, I WONDER, I WORRY …

To understand expectations before a meeting begins, ask everyone to respond to these three prompts:

- *I wish we would …*
- *I wonder if we could …*
- *I worry that we won't…*

Take turns asking everyone to share the one that's top of mind.

TUITION VS. FAILURE

A Leader's Message:

We're not going to call it "failure" any more. Instead, we're going to call it "tuition."

Our organization shouldn't be afraid to pay some tuition to learn a lesson – *so long as we don't pay to take the same class twice.*

DREAM/DEBATE/DECIDE/DO

There are four types of convos you have in meetings:

- Dreaming
- Debating
- Deciding
- Doing

Make sure your team knows which one you're having *before* meeting.

WHAT COULD GO WORNG?

The best way to ensure a project's success is to imagine it was a failure before it begins.

Do a "Pre-Mortem" and pretend everything went wrong.

You'll identify key things to avoid – and make it easier to do a Post-Mortem once it is done.

THE CONFIDENCE COMPASS

Before making a decision, get input from everyone with this framework:

- *The decision I think we should make is …*
- *I'm ___% certain it is the right one to make now because …*
- *But something that might cause me to change my mind is …*

EASY/HARD/SAFE/CRAZY

Simple prompts that make ideas easier to share for everyone:

- **Easy** things we could do right away.
- **Hard** things we could explore.
- **Safe** things everyone's expecting.
- Things so **Crazy** they just might work.

ELEPHANTS, ZOMBIES, SQUIRRELS & PORCUPINES

The four creatures in every meeting:

- **Elephants** (significant issues that everyone notices, but won't address).
- **Zombies** (things that keep coming back that we can't seem to kill).
- **Squirrels** (the things that distract us).
- **Porcupines** (prickly things that are hard to talk about).

I HAVE FEEDBACK FOR YOU

Make feedback the centerpiece of your culture:

- It's not feedback unless you say so: "*I have some feedback for you.*"
- 3X Positive to 1x Constructive
- No Shit Sandwiches
- Constructive feedback must be an invitation to solve a problem together.

THE HAIKU OF WHAT YOU DO

Build a simple 17 word bio for you or your organization with Haiku-ish by completing these three prompts:

- *Whom do I serve? (in just 5 words)*
- *What do I do for them? (in just 7)*
- *Why does it matter? (in 5 words)*

Watch Out! If your org's responses differ wildly, you're misaligned.

THE FILAMENT 4 P's

Ditch Mission/Vision/Values and use these instead:

- **Purpose** is why you exist.
- **Principles** are the things you believe and that guide your culture.
- **Promises** are the commitments you make to those you serve.
- **Priorities** are the 3-4 areas that get your extreme focus and attention.

QUESTION-CENTERED STRATEGY

Ditch the "Binder of To-Do's" that masquerades as strategy.

Instead, identify 3-5 transformative questions your organization needs to answer better in the future than you can today.

Get everyone (team, clients, etc.) involved in finding the answers.

EXPERIMENTS BEFORE PILOTS

Instead of taking huge risks, test your ideas with simple, fast, and cheap experiments.

Think of experiments as smaller than "pilots" and way smaller than "projects" or "initiatives."

Give them cool names and identify what you hope you'll learn.