

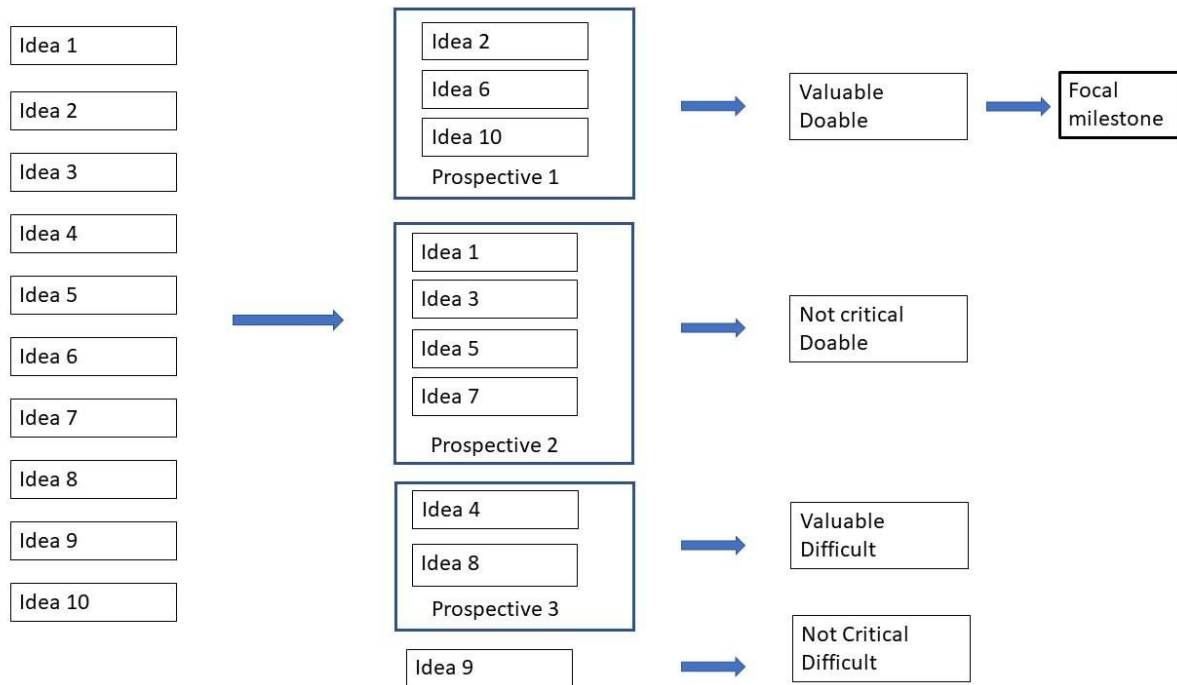
Summary: IE – Operations – Lesson 4 – Action plan – Video

New information: changes in milestone

- Sunk costs (money you have already spent) is a poor reason to stick with a bad direction.
- Restart and redirect, versus accomplish what you set out to do.
- Building relationships with customers and other external stakeholders for feedback helps you to face fewer of these decisions, which can be expensive and demoralizing.

Brainstorming to evaluate

- Get every idea out there without evaluating
- Group them into larger concepts
- Evaluate each bucket
 - Valuable
 - Doable
 - Measurable
- Go through brainstorming. What is the most important milestone? Where do you need to focus your efforts?
- Answer the following questions: Why is the milestone important? Why is the milestone doable? How can you measure the accomplishment of the milestone?



End of Segment Page

