

Assumptions and questions

Write down what the plan quietly depends on. Place each assumption by how certain you are and how much it would cost to be wrong. Test the top-left before you build.

PROJECT	OWNER	REVIEW AGAIN	TEAM / DATE
Rethinking admissions	Admissions lead	After the first round of parent interviews	
		ASSUMPTION OR QUESTION	HOW WE'LL FIND OUT
Test first Uncertain and risky. These decide the project. 1 2 4	Watch Fairly sure, but costly if wrong. Keep checking. 3	1 Parents choose mainly on exam results	Ask ten recent joiners what tipped the decision
		2 Fees are the main reason families drop out	Review withdrawal notes from the last two years
		3 Families would prefer small-group visits	Pilot two small-group visits next month
		4 Teachers have time to meet visiting families	Ask heads of department for two slots each
Park Uncertain, low stakes. Revisit later.	Proceed Sure and low risk. Build on these. 5 6	5 Most enquiries arrive through the website	Check the enquiry log by source
		6 Offer emails are read on a phone	Check email open data by device

RISK IF WE ARE WRONG →

HOW CERTAIN ARE WE? →