



Questions

- ✓ What kind of growth needs to occur?
- ✓ What would it look like to nurture the New Thing now?
- ✓ What advantages might you gain by giving the new thing time to develop before you announce it?
- ✓ How will you know when it is mature?



Exercise

- ✓ Don't expect too much too soon. Protect your fledgling products, and give them space to develop. This is a delicate time in the process. If your own ambition or fear leads you to judge your result or push it too quickly, it will not reach its potential.
- ✓ Somewhere between speedy implementation and perpetual perfectionism lies the development sweet spot. List the characteristics of all three of these states. What are the best and worst case scenarios of each?



Actions/Homework

- ✓ What are the leaders in your domain? Who are your peers in your market? Research your competition, the trendsetters, the thought leaders in your industry and others for how they handle this phase of the process.
- ✓ Make an honest assessment of what remains to be done at this stage.



Accountability

- ✓ Check in with your accountability partner.



Measure your Learning

- ✓ When you measure where you are today against your peers in your industry, what is the gap you're about to step into?