

# Discovery Plan

## Fast learning. Better decisions.

You're facing a high-stakes decision: enter a new market, launch a product, make an acquisition. The opportunity looks real. But the information you need doesn't exist. And the repercussions of making the wrong decision are immense.

Most executives either wait for certainty or make the call based on instinct and hope they're right. Great ones create the information they need so they stay ahead of competition.

The Discovery Plan builds the evidence you need to decide with confidence. By mapping every hypothesis the decision rests on, testing the deal-killers first, and running cheap, fast experiments, by the time you make the call, you'll already know you're right.

### Who the Discovery Plan is for:

- Executives launching new ventures where success hinges on getting key decisions right
- P&L owners navigating high-stakes choices when the window to act is narrow
- Leaders who need to move forward confidently and can't wait for perfect data

### Outcomes:

- Confident decisions built on evidence, not guesswork or endless analysis
- Critical hypotheses validated before you commit serious resources
- Deal-killer risks identified and resolved early, not discovered after launch

### Why the Discovery Plan works:

- **Hypothesis-driven, not instinct-based.** Tests hypotheses systematically instead of hoping they're true
- **Evidence-built, not data-paralyzed.** Creates the information needed through rapid experiments, not endless analysis
- **Milestone-validated, not all-in all-at-once.** Proves each step before scaling so you commit resources only after earning the right

**How it works:** 2 to 3 in-person working sessions plus follow-up coaching

**Fees:** \$50k - \$75k depending on number of working sessions and desired length of follow-on support

If You Are A:	Investment	Outcome	Impact (3 Yrs)	ROI
<b>BU President</b>	\$75k	Better process accelerates \$10M initiative by 2 months	\$800k	<b>22X</b>
<b>Mid-Market CXO</b>	\$75k	2-month acceleration on a \$20M investment	\$1,700k	<b>23X</b>
<b>General Manager</b>	\$50k	Early warning signals prevent \$3M failed investment	\$900k	<b>18x</b>

### About Robyn Bolton

Robyn Bolton is the Founder and Chief Navigator of MileZero, author of the award-winning book *Unlocking Innovation: A Leader's Guide for Turning Bold Ideas Into Tangible Results*, and co-host of "Inside Outside Innovation."

She previously worked at Innosight, BCG, and Procter & Gamble, where she helped develop and launch Swiffer. Robyn holds an MBA from Harvard Business School and a BS in Marketing from Miami University.



For more information: [www.milezero.io](http://www.milezero.io)



[robyn@milezero.io](mailto:robyn@milezero.io)