

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
BU President	\$75k	Better process accelerates \$10M initiative by 2 months	\$800k	22X
Mid-Market CXO	\$75k	2-month acceleration on a \$20M investment	\$1,700k	23X
General Manager	\$50k	Early warning signals prevents \$3M failed investment	\$900k	18x



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.

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