I-Corps for Learning: Weekly Cheat Sheet

(In plain English, what exactly am I supposed to do each week …)

Who is this for?

Any team member confused by the syllabus or unsure what to expect each week

How is this different than the syllabus?

The syllabus spells out in detail the weekly objectives and deliverables. Following the entire syllabus as best you can will help you reach the desired course outcomes, but (surprise!) your interactions with the teaching team are probably going to go off script from the syllabus. For example, the syllabus may tell you to prepare X slides with specific content Y. But you'll probably end up not even showing some of those slides because the teaching team will interrupt you and use up a lot of your time asking questions about things not on your slides.

Then what's the value of following the syllabus?

It's for you (the teaching team isn't grading you or checking for completion). The exercise of thinking through what should go on your slides (and more generally, following the syllabus closely) is meant to help you clarify your own thinking and decisions. That said, the teaching team has access to all your slides via Drobox and often flips through and refers to them while you're presenting, during office hours, etc.

That stresses me out even more! What exactly do you want from me?

Here's a secret. The teaching team just wants to have a conversation with you about what you know and what you don't know (yet). Specifically, just be prepared to share <u>what you learned</u> about your business model and <u>who</u> you learned it from (or who you think you will learn it from). If you've done enough interviews, it should be a piece of cake. If you haven't, there will be very little to discuss (i.e., you probably won't need all your allotted presentation time!).

> *You can expect the conversation to go kind of like this Dynamic Feedback example video from an undergrad class applying I-Corps/customer discovery to career exploration @ https://youtu.be/SYgLZA8GY68*

Ideally any member of your team should be able to have that kind conversation with the teaching team even without slides.

<u>If you're feeling unsure or frustrated, don't worry, that might mean you're on the right track! But be sure to sign up for Office Hours to talk it over.</u>

I-Corps for Learning: Weekly Checklist

(You can't really go wrong if you just do these things …)

		Have you done the following …
✔	Cheat Sheet?	Review both sides of this Cheat Sheet/Checklist before each feedback session
	Minimum # Interviews?	Conduct the required number of quality interviews each week (did you talk to relevant people/CSes and ask open-ended questions re: pain points/VPs?)
	Key Interview Learnings?	Draw thoughtful, concise and evidence-based insights and learnings from your customer interviews. Focus on what you learned from your interviews, not on explaining or pitching your idea. It's also often helpful to *briefly* remind us after your opening slide of your cumulative key learnings from prior weeks.
	Do Not Pass Go! (self-paced, mastery-based learning)	Regardless of which canvas box the syllabus says to focus on this week, do not move on past CS & VP if you don't yet have a sufficient understanding your CS and VP. Does the teaching team agree that you have identified strong VPs aligned with a specific CS? If not, stay focused on just CS & VP every week until you do. Do Not Pass Go until you feel confident that your stated CS would drop everything and immediately buy/approve/switch to your stated VP without having to ask you any questions.
	Who Cares, QRST, and the power of I don't know	Can you answer "who cares and why" with evidence that's QRST (Quantifiable, Relevant, Significant, Testable)? Literally, who cares about this problem to the point that their continued employment or annual review depends on solving this problem? "I don't know" can be a perfect answer to any question. But then tell us what you've validated, what are still guesses, and how you might validate those guesses.
	Would pictures help?	Diagrams are great! Ecosystem/relationship maps of various CS roles, how money and product flows, diagrams of decision making and purchasing process