

Value, Flow, Quality® (VFQ) is Emergn’s work-based principles and practice framework. It enables people to learn and adopt new, modern ways of working to deliver products, services or ideas to market. This technique is one of more than 30 we created to help clients more deeply understand the concepts presented in VFQ through practical application. If you’d like to learn more about our VFQ learning programs, please visit <https://www.emergn.com/learning-skills-and-capability/>.

Instructions

1. Select a goal statement or an idea you have. Add this in the ‘Goal/idea’ box on the template.
2. Firstly, write down **everything you know** about this idea or goal, and factors surrounding it. List each ‘known’ separately.

Your ‘knowns’ will be things you are certain about (i.e., you have fact, data or evidence, readily available to you).
3. Secondly, write down **everything you don’t know** about this idea or goal, and factors surrounding it. List each ‘unknown’ separately.

Your ‘unknowns’ will be things you are uncertain about or have a gut feeling about, but you lack the corresponding fact, data or evidence.
4. Look at your ‘unknowns’. Select the 3 most significant or impactful ‘unknowns’ for your goal or idea. These are the unknowns you will prioritize first to find out more about them. (Over time, you are aiming to convert these to a ‘known’.)
5. List the actions you now need to take to understand more about these first unknowns.
6. Revisit this list and continue updating and adding to as you find out more information about your goal or idea.

GOAL/IDEA:

KNOWN

UNKNOWN

Actions for unknowns

TYPE OF UNKNOWN

ACTION