VFQ Value Flow Quality

TEST AND LEARN CARD

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/.

Overview

What is it?

The VFQ Test and Learn Card is a tool designed to support the full cycle of an experiment. It allows you to assess the validity of an assumption by testing a hypothesis and analyzing the results.

Why does it matter?

Decisions are often made based on gut feelings or statements made out to be facts that are not supported by real data. We must remember that assumptions are not facts. This tool will support you in assessing the validity of an assumption by providing a framework to gather data that will help inform your decisions.

How do I use it?

Make a hypothesis that can be tested. e.g. *"Water levels affect the amount of lice suffered by rainbow trout." vs "Rainbow trout suffer more lice in low water conditions because there is less oxygen in the water."* The latter is a hypothesis we can test. The first is not.

You can use this tool to support any experiment you want to run. A new VFQ Test and Learn Card should be used for each experiment.

The template is composed of three parts that should be completed in order without missing any steps. Be as concrete as possible with what you record on the VFQ Test and Learn Card. Use **quantitative data** wherever possible.

TEST:

1. What is your hypothesis and its underlying assumptions?
2. How are you going to test your hypothesis to reject or validate it?
3. What are the criteria/metrics that you will be using to assess its validity?
4. What results would allow you to validate your hypothesis?

RUN:

1. Run the experiment. Remember to keep a record of the results as they will be required for the 'Learn' section of the card.

LEARN:

1. Summarize your findings. Focus on quantitative results but do not forget about qualitative results. These may also inform future experiments.
2. What did you learn? Was your hypothesis validated? Did other assumptions emerge?
3. What are your next steps? What decisions and actions will you make based on this experiment?

VFQ Value Flow Quality

TEST AND LEARN CARD

TEST

1. HYPOTHESIS
State your hypothesis.

UNDERLYING ASSUMPTIONS

2. DESCRIBE YOUR TEST
What will you do to prove or disprove your hypothesis?

3. MEASURE
What metric will you use to validate your hypothesis?

4. SUCCESS CRITERIA
How will you define whether your hypothesis is true or false?

RUN

LEARN

5. OBSERVATIONS & RESULTS
Summarize the findings of your experiment here.

6. LEARNINGS
Capture what you learnt from the experiment.

7. DECISIONS AND ACTIONS
State the decisions made and actions you will take based on this learning.