



Consulting and Training | Reach New Heights

Course Name

Digital Experimentation for Faster Innovation

Sector Name

Digital Transformation and Innovation

Document Type

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Digital Experimentation for Faster Innovation

Course Introduction

Innovation becomes expensive when organizations commit significant resources to ideas before knowing whether their key assumptions are true.

Digital initiatives often involve uncertainty around user behavior, value, adoption, feasibility, and operational impact, yet traditional planning can encourage teams to resolve these uncertainties through analysis and prediction rather than direct evidence.

BOOST Consulting & Training presents **Digital Experimentation for Faster Innovation** as a practical program designed to help participants test important digital assumptions quickly and on a controlled scale before making larger commitments.

Participants will learn how to turn uncertainty into testable questions, select appropriate experimentation approaches, capture meaningful evidence, interpret results, and use learning to make faster and better innovation decisions.

Digital Experimentation for Faster Innovation

Target Audience

This program is designed for Innovation Professionals, Digital Transformation Teams, Product and Project Professionals, and Business Managers involved in testing new digital ideas and initiatives.

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Digital Experimentation for Faster Innovation

Learning Objectives

- ✓ Identify critical uncertainties within digital and innovation initiatives.
- ✓ Convert assumptions into clear and testable hypotheses.
- ✓ Select appropriate experiments according to the question being tested.
- ✓ Design focused experiments that generate useful evidence with limited investment.
- ✓ Define meaningful success and learning measures before testing.
- ✓ Interpret experiment results and avoid common decision biases.
- ✓ Use evidence to advance, adapt, retest, or stop innovation initiatives.

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Digital Experimentation for Faster Innovation

Course Outline

✓ DAY 01

Finding What Needs to Be Tested

Identifying Uncertainty in Innovation

- ✓ Distinguishing known facts, assumptions, beliefs, and unresolved questions
- ✓ Identifying uncertainty around desirability, value, usability, feasibility, and adoption
- ✓ Prioritizing assumptions according to impact and level of uncertainty

Turning Assumptions into Testable Questions

- ✓ Formulating clear hypotheses around expected behavior or outcomes
- ✓ Defining what must be learned before making the next investment decision
- ✓ Establishing evidence that could support or challenge the hypothesis

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Course Outline

✓ DAY 02

Choosing the Right Experiment

Matching Experiments to Learning Needs

- ✓ Selecting experiments according to the assumption being investigated
- ✓ Comparing interviews, mock-ups, simulations, concierge tests, and controlled trials
- ✓ Choosing the smallest credible test capable of generating useful evidence

Designing for Reliable Learning

- ✓ Defining participants, conditions, variables, and practical boundaries
- ✓ Establishing success, failure, and learning criteria before testing
- ✓ Identifying bias and experiment weaknesses that can distort conclusions

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Course Outline

✓ DAY 03

Running Fast and Focused Tests

Moving from Design to Experiment

- ✓ Preparing the minimum solution or experience required for testing
- ✓ Conducting experiments without adding unnecessary features or complexity
- ✓ Maintaining focus on the original learning objective during execution

Capturing Meaningful Evidence

- ✓ Recording behavioral, qualitative, quantitative, and operational evidence
- ✓ Separating useful signals from noise and isolated reactions
- ✓ Documenting unexpected findings without losing sight of the core hypothesis

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Course Outline

✓ DAY 04

Learning Before Deciding

Interpreting Experiment Results

- ✓ Comparing actual evidence against the original hypothesis and criteria
- ✓ Recognizing strong, weak, contradictory, and inconclusive results
- ✓ Avoiding bias confirmation and selective interpretation of evidence

Making Evidence-Based Innovation Decisions

- ✓ Determining whether to advance, adapt, retest, pause, or stop
- ✓ Identifying the next most important uncertainty after each experiment
- ✓ Creating an Experiment Learning Record to preserve organizational knowledge

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Course Outline

✓ DAY 05

Building Experimentation into Innovation Work

Creating a Repeatable Experiment Cycle

- ✓ Connecting successive experiments to progressively reduce uncertainty
- ✓ Balancing experimentation speed with evidence quality and risk
- ✓ Establishing practical decision points between testing and larger investment

Digital Experiment Challenge

- ✓ Designing an experiment around a complex digital innovation scenario
- ✓ Responding to unexpected evidence and revising the innovation decision
- ✓ Developing a Digital Experimentation Playbook for workplace application

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2026	Dec. 18, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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