

A quick protocol for designing an experiment in coaching

1. What is your **goal**? In other words, what is the outcome that you want, or your **target condition**?
2. What is your **current condition**?
3. What is your **theory of action**? (In other words, fill in the blanks in this sentence: "We think that if we do _____ then _____ will happen.")
4. What are you going to **try** in the next week?
5. How will you know if you are successful?
6. What data will you collect?

