



DESIGN YOUR DIRECTION

LEAN INTO YOUR ASSUMPTIONS

Let what you think you know guide what you need to learn.

Your brain uses shortcuts to fill in gaps. That helps you move quickly—but a shortcut is not the same as the truth. **Assumptions aren't the enemy. Untested assumptions are the risk.** Use this exercise to turn one assumption into a real conversation.

1. NAME THE ASSUMPTION

Choose one customer or customer group. Write down what you currently believe about their behavior—and why you think it is happening.

I believe _____ because _____.

EXAMPLE: I believe online shoppers don't buy because my prices are too high.

2. LEAN INTO THE RISK

Instead of pushing the assumption away, use it to identify what you need to learn. Notice what you may be uncomfortable hearing.

If my assumption is wrong, I might discover _____.

EXAMPLE: If my assumption is wrong, I might discover price isn't the problem—the website makes it hard to know which product is right for them.

3. TURN IT INTO A CONVERSATION

Talk with one real person. Share your current thinking lightly—then invite them to correct it. Your job is not to prove the assumption. Your job is to learn.

TRY THIS:

"I've been thinking about the online shopping experience, and I have an idea that price may be getting in the way—but I may have it wrong. Would you walk me through what happened the last time you considered buying from us?"

SIT BACK. LISTEN.

Listen for what happened, what they were thinking, where they hesitated, and what they did next.

4. CAPTURE WHAT CHANGED

After the conversation, separate what was confirmed from what changed. That difference is where useful insight often begins.

What I see differently now: _____.

EXAMPLE: I learned some shoppers were comfortable with the price, but wanted more guidance and confidence before choosing.

LEAN INTO YOUR ASSUMPTIONS. LET THEM GUIDE YOUR CONVERSATIONS.

The goal isn't to have no assumptions. It's to recognize them, test them, and manage the risk of making decisions on something that isn't true.

Understand people better. Make better choices. Move forward.
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