



Critical Thinking Checklist

These are questions businesses can use to conduct a pre-mortem, before embarking on their hunt for growth, or to evaluate the decision-making process behind an initial concept.

- What insights have we generated to suggest there is a pain point and problem to solve?

HINT

An insight is not an observation. If we are building a solution we need to get behind the obvious. For example, the fact that 'consumers are becoming more self-aware of their carbon footprint' signals something, but we need to push our thinking further to get to a real insight.

- What things will make or break the business model of a new product or service in this space?

HINT

This means identifying the commercial levers that have the greatest relative impact on projected revenue and costs. Although you might think you know what these are, creating a schematic excel model will help you to prove or disprove your hunch, and play with different variables to see the impacts on gross profit and costs. A great example of this in action [here](#).

- What are the big and important assumptions that underpin this opportunity space?

HINT

Some assumptions we make are more obvious than others. Check that you haven't taken something to be true and forgotten to flag it as an assumption that needs to be tested and validated.

- Have we considered alternative ways of addressing this opportunity space?

HINT

It is common to frame options that limit our field of play to either option A or option B, but often there are other routes lurking beyond our field of vision that we haven't considered. Create moments in your process where you bring in a plurality of viewpoints to widen your spectrum of thinking.