OPTIONS

*Options* may become *Experiments*. Quickly plot improvement Options here and categorize them.

**Cost:**
- how many people are affected?
- how hard would this Option be?
- are there hard costs (IE: buying a tool)

**Value:**
- how aligned is this Option with our overall change?
- low value isn't necessarily a bad thing

**Momentum Builders:** Low cost, low value Options may contribute to helping people care about the change which helps with alignment. These are easy to execute but have little tangible outcome.

**Quick Wins:** These Options will help show visual progress early.

**Necessary Evils:** These may be thought of as being wasteful, however for larger, or more risk averse organizations they may be necessary.

**Disruptors:** These may be un-certain or risky Options that are big changes affecting many people, or departments. These Options may need to be broken down into smaller Experiments if selected for implementation.

**Bridges:** These Options are safer and will help the people affected by the change build a mental bridge between where they are and where the organization is headed.