2615 The Shiny Object Problem

Product Fieldbook · https://kb.jeffreysummers.com/docs/2615-the-shiny-object-problem-2/

The Demand

Before your next technology purchase, stop at the demo and answer the three questions this article requires: what specific problem does this solve, how will you know if it worked, what does your team need to make it work? If you cannot answer all three in specific, measurable terms — not a general category — you are not ready to buy it, regardless of how impressive the demo is. Decide now, not after the contract is signed.

The Work

Name the technology you are currently considering or evaluating:

Question 1 — What specific problem does this solve:

Name the specific, measurable problem in your operation right now — not a category:

Question 2 — How will you know if it worked:

Define success before you spend the money:

Question 3 — What does your team need to make this work:

Name the behavior change required and the support you will provide for it:

Can you answer all three, yes or no:

Your decision this week — buy, wait, or walk away — and the reason: