10 WAYS TO TEST YOUR STRATEGIC ASSUMPTIONS

1. Create a short survey with 3-5 questions about your assumptions and share it with your target audience to gather feedback.
2. Launch a small pilot or prototype to observe how customers engage and determine if their behavior matches your expectations.
3. Review existing market reports or customer analytics to verify whether your assumptions align with trends or past performance.
4. Run an A/B test with two different messages based on your assumptions and analyze which resonates more with your audience.
5. Conduct interviews with 3-5 customers to understand their true needs, pain points, and perceptions related to your assumptions.
6. Study your competitors' strategies to identify whether they support or challenge your assumptions about the market.
7. Use behavioral analytics tools like heatmaps or click tracking to see if customer actions align with your assumptions.
8. Pitch your product or feature idea to potential customers before building it, and note their reactions, excitement, and concerns.
9. Test the financial assumptions behind your strategy by creating "what if" scenarios and assessing the impact on your plan.
10. Share your assumptions with your team and gather their feedback, focusing on potential risks, blind spots, or alternative perspectives.

Testing Table:

Assumption	Testing Method Used	Result	Next Step
Customers will pay $X	Pre-sales feedback & surveys	Positive interest	Proceed with pricing strategy

Example

NORTH STAR 42