

How quickly do you *know*?

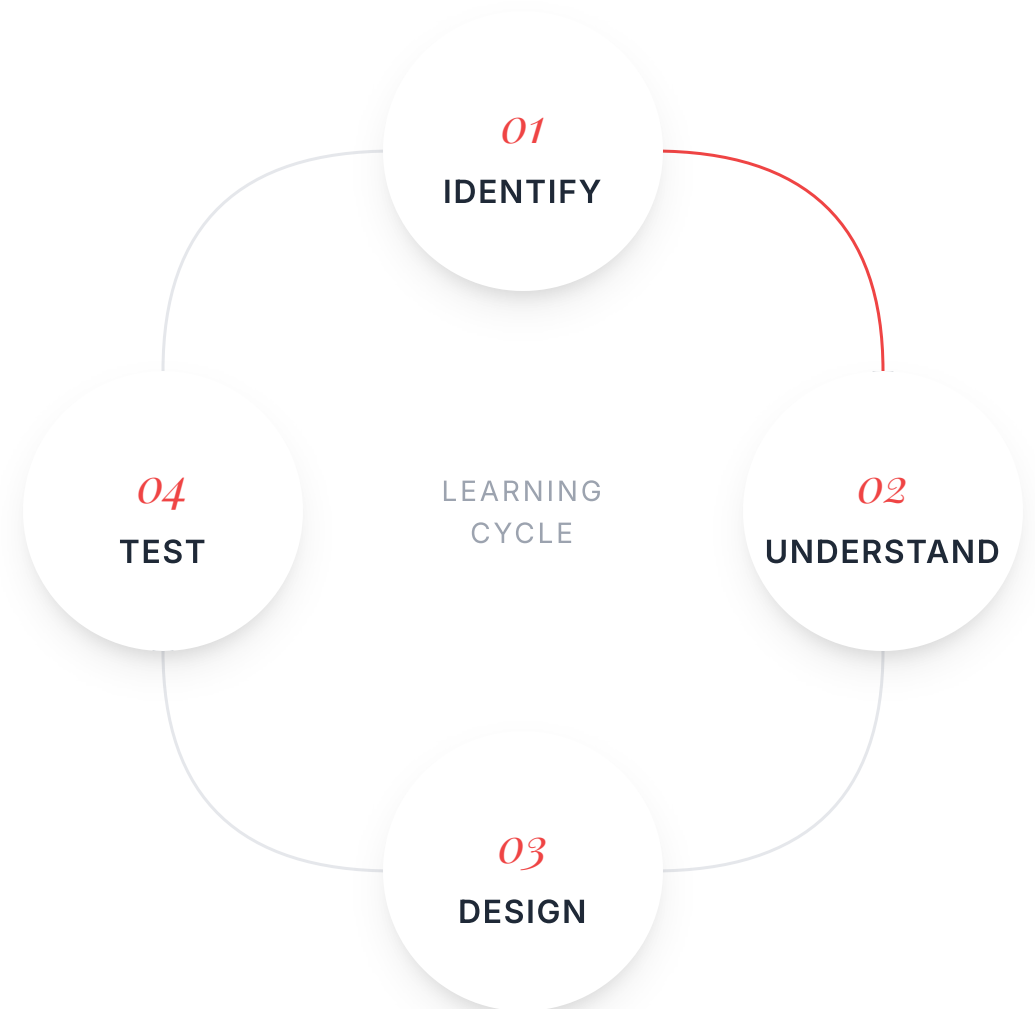
- If one of your core outcomes started drifting today, who would be the first to know; and how?
 - What is the earliest signal you rely on that something is off?
 - If a key metric moves, can you explain why, within hours?
- **How long does it take from first signal to action?**

Every Organization is learning

the question is *how fast* ?

The Hidden Outcome:

- Faster program improvement
- No firefighting mode
- Durable stakeholder credibility



— CONCRETE EXAMPLE

When Program Breaks

Imagine a nonprofit supporting new mothers in a rural district.

Community workers enroll mothers at birth. The protocol requires home visits at **Month 1, Month 2, and Month 3**.

This isn't just logistics. Outcomes—infant survival, vaccination, maternal recovery; depend almost entirely on the **consistency** of this chain.

If a mother drops off at Month 2, the safety net breaks.

Program Flow: Maternal Follow-up



Enrollment & Birth

Community Worker registers mother. Initial health check completed.



Month 1 Visit

High compliance. Worker establishes rapport.



Month 2 Visit

Critical drop-off point.

⚡ The Invisible Leak



Month 3 Closure

Program graduates healthy infant.

Identify The Problem

STORY 1: THE STANDARD



Anecdotal Discovery

Problems surface through chance conversations. A field manager mentions a drop in follow-ups casually during a quarterly meeting, **long after the trend started**.

TIME TO DETECTION

25 Days

Dependent on human memory

STORY 2: DATA DRIVEN



Segmented Detection

Daily data reviews flag anomalies. Structured tracking highlights a specific dip in District 3 **immediately**, triggering a "Why?" investigation.

TIME TO DETECTION

3 Days

Dependent on structured tracking

Understand The Problem

STORY 1: THE STANDARD



Opinion-Based

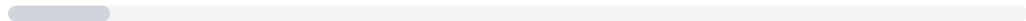
Hypotheses are formed in meeting rooms based on intuition and anecdotes. The loudest voice usually wins.

"I feel like the health workers just aren't motivated enough right now."

"I think Mothers had a poor first-month visit."

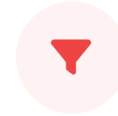
DIAGNOSIS PRECISION

Low



Based on assumption

STORY 2: DATA DRIVEN



Data Segmentation

Data doesn't just show "what"; it shows "where" and "who". The system isolates specific drivers:

- Missed follow-ups spike when **travel > 45min**
- **First-time mothers** drop at 2× the rate
- Urban slums behave differently than rural

DIAGNOSIS PRECISION

High



Based on data evidence

Solve The Problem

STORY 1: THE STANDARD



"Spray & Pray"

The team reacts to the problem by adding multiple features at once, hoping something works. No isolation of variables.

- + Add SMS Reminders
- + Retrain Workers
- + Update Brochures

Result: Which one worked? Unknown.

SIGNAL TO ACTION

3 Months

Waits for next major strategy cycle

STORY 2: DATA DRIVEN



Structured Pilot

A specific hypothesis is tested against a control group. The intervention is targeted solely at the identified friction point.

EXPERIMENT		○ ACTIVE
Target	Travel Time > 45m	
Intervention	Travel Stipend	
Control	Standard Protocol	

SIGNAL TO ACTION

14 Days

Launched in next sprint cycle

Data As Obsession



Reporting

The Observer Mindset

- Reports metrics occasionally in meetings
- Explains trends loosely ("It felt a bit slower")
- Shares dashboard links without context
- Accepts numbers as "weather" (out of control)
- Focuses on activity completion



Driving

The Owner Mindset

- ✓ Has a clear target & tracks drivers
- ✓ Proposes interventions with expected effects
- ✓ Tracks post-deployment impact rigorously
- ✓ Uses segmentation to find low-hanging fruit

THE LITMUS TEST

"Can you answer: Why did retention dip 3% specifically on Monday morning?"

From Metrics to Movement

*"Data is not for reporting. Data is for **changing decisions**."*

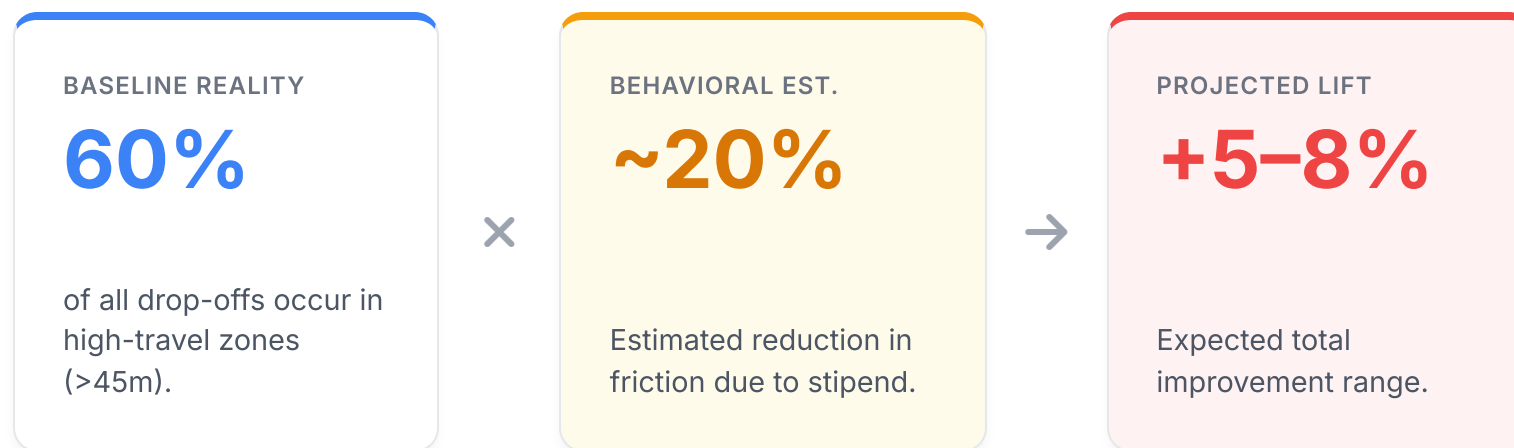


Structured Reasoning

STORY 1: INTUITION

"I feel like this stipend idea might really help with the drop-offs."

Story 2: The Logic Chain



"It's not about being precise. It's about being disciplined."

Moving Beyond the Model

LEVEL 01

Model Eval

Does it work technically? Is the AI correctly identifying high-risk mothers?

TYPICAL METRICS

Accuracy

Hallucination Rate

LEVEL 02

Product Eval

Is it actually used? Are follow-ups being logged and completed as intended?

TYPICAL METRICS

Month-on-Month Drop-off's

Completion Rate

Time-to-Action

LEVEL 03

User Eval

Does behavior change? Are workers acting differently because of the tool?

TYPICAL METRICS

Protocol Adherence

Trust Score

LEVEL 04

Impact Eval

Does the mission advance? Are maternal and infant outcomes improving?

TYPICAL METRICS

Vaccination Rate

Complication Rate

Cost-per-Outcome

— REFLECTION

Where Do You Plateau?

Which is your **strongest** and **weakest** level?

🛡️ This is for your eyes only. No scoring. No judgment.

SELF-ASSESSMENT

DATE: 2026-02-11



Level 1: Model

Does it work?



Level 2: Product

Is it used?



Level 3: User

Does behavior change?



Level 4: Impact

Does mission advance?

ONE ACTION TO UNLOCK THE NEXT LEVEL:

Write here...

Write here...



Experiments as Discipline

Experiments are
reversible.

Stagnation is *not*.

The cost of waiting for perfect data usually exceeds the cost of a failed micro-experiment.

🔗 THE NEW OPERATING MODEL



A Year of Experiments

Commit to volume. Run many experiments, not one "big bang" launch.



Time-Boxed & Reversible

Design tests that validates quickly and can be rolled back instantly.



Normalize Failure

"We failed" becomes "We learned X about Y."
Keep velocity high.

Multiplying Strengths

THE FOUNDATION

You Bring

-  Deep Context & Field Insight
-  User Understanding
-  Mission Clarity
-  Operational Knowledge

THE CATALYST

TAF Amplifies

-  Experiment Design & Structured Testing
-  Product Thinking & Engineering
-  AI & Analytical Systems
-  Learning Velocity



Multiplication, not Correction.

Quiet Reflection

- 01 Where are we today on the learning curve?
- 02 What critical signal do we want to see earlier?
- 03 What decision do we wish we made faster last year?

 Take 2 minutes. No sharing pressure.

What Happens Next

01

One-on-One Sessions

Individual deep-dives to map your specific data context and constraints.

02

Pain to Metrics

Translating "it feels broken" into concrete signals we can track (Signal Speed).

03

Support

Finding out where would you need our support

04

Year-Long Collaboration

Moving from sporadic reporting to a continuous, disciplined learning engine.

“

"Today is clarity.
The work continues
together."

Remember: Taking a leap with us is also a series of
disciplined experiments.