MotionOps

CONTRACTOR SCALER HUB · PLAN YOUR NEXT STAGE OF GROWTH

Growth Experiment Brief

For lesson 4 of the course. Fill in one brief per pilot before it starts, and agree the decision rules with whoever runs it while you're still neutral. The examples are the lesson's service-area pilot.

1. The assumption you're testing

One sentence: what has to be true for the full expansion to work.

Example: "Homeowners in Millbrook and Ashford will book bathroom remodels at our prices, and we can deliver them there at a margin close to our home area."

OUR ASSUMPTION

2. The boundary

What's in the test and what isn't: place, job types, number of jobs, length.

Example: two towns; bathrooms only; up to six jobs; eight weeks of booking.

PLACE

JOB TYPES

NUMBER OF JOBS, AT MOST

LENGTH

3. The owner and the limits

One named person who runs the pilot and reports on it. If the business owner runs it, you've tested whether the owner can do it, not whether the business can.

Example: the estimator, not the owner, runs it. Marketing up to a set budget; one crew for up to two weeks a month; no new hires.

PILOT OWNER

REPORTS TO, AND HOW OFTEN

LIMIT: MONEY

LIMIT: CREW TIME

LIMIT: OFFICE TIME

LIMIT: NEW HIRES

4. Measures and targets

Four to six measures that test the assumption, each with a target set before the pilot. For a new service, watch estimate accuracy most: estimated vs. actual hours on every job.

Measure	Target	Result	Met?
Example Qualified leads	At least 12	15	Yes
Example Close rate	At least our home-area rate	About the same	Yes
Example Jobs completed	At least 4, at most 6	5	Yes
Example Gross margin vs. home area	No more than 3 points lower	6 points lower	No
Example Drive time per job day	Under 1 hour each way	About 1 hour 10 minutes	No
Example Callbacks	No more than at home	One, fixed the same week	Yes
Example Owner hours	Under 2 a week	About 1 a week	Yes

5. Decision rules, written before the first job

Write them while you're still neutral. Without them, every result looks encouraging to the person who wanted the expansion.

Decision	Example rule	Your rule
Expand: move to the full plan, starting with its readiness check	Every measure at or above its target	
Adjust: change the price, the job types or the boundary, and run one more round	Demand is there, but margin or drive time misses	
Stop: close it, keep what you learned, and go back to the options	Fewer than half the target leads	

AGREED WITH

DATE AGREED

6. Before the first job

- [ ] Licensing, permits and insurance checked for the new area or service with your insurance agent and the local licensing office. Rules can differ from one town or county to the next
- [ ] A tag set up for pilot clients and jobs, so their numbers stay separate from the rest of the business
- [ ] Decision rules agreed with whoever runs the pilot
- [ ] The pilot runs long enough for the first jobs to be completed, not only booked

7. Weekly check

Measures against targets, and whether the boundary is holding. One more job, one more town or a second crew "just for now" turns the pilot into an expansion nobody decided on.

Week	Measures vs. targets	Boundary holding?	Pilot jobs tagged?	Notes

8. The decision at the end

Example: margin 6 points lower and drive time about 1 hour 10 minutes each way, against targets of 3 points and under 1 hour. By the rules: **adjust.** Add a travel charge, book pilot jobs in blocks so a crew stays for consecutive days, and run eight more weeks.

RESULT AGAINST THE RULES

DECISION: EXPAND, ADJUST OR STOP

WHAT CHANGES FOR THE NEXT ROUND OR NEXT STEP

DATE

What to review, and when

- [ ] Each week: pilot measures against their targets, and whether the boundary is holding
- [ ] At the end: the result against the rules you agreed in advance, not against what you hoped