"In the twelve weeks of the Expedition program, I made more progress toward launching my business than I had in the prior two years. They call it exploratory leadership. I call it an amazing education in how to pursue a path you don't yet know with a like-minded community you'll value long after the program!"

- Craig Britton
Partner & CEO, T.E.A.M.S Initiative

EXPLORATORY LEADERSHIP CASE STUDY:

CRAIG BRITTON

STUDIO/E

Minimum Viable Progress (MVP)

Craig Britton and his team had been working to develop the curriculum for the T.E.A.M.S Initiative training program for a year when the pandemic struck in the spring of 2020. At the same time, they brought on a new partner, and needed to go back to the drawing board for 8 months, converting from in-person to a virtual experience.

Their first beta session soon followed, and unexpectedly informed them they'd need to go back to the drawing board once again for a major simplification and redesign of the experience. As they approached two years of effort, starting from the beginning was a tough pill to swallow. They were burned out from the constant designing, and the time invested. Craig needed a rapid method to adjust and move forward to actual launch.

The Exploratory Leadership principle of Minimum Viable Progress (MVP) was the right approach at the right time. Rather than aiming for a perfectly finished product, the team focused on smaller milestones, only taking the steps necessary to reach their next goal.

CRAIG BRITTON, PARTNER & CEO, T.E.A.M.S INITIATIVE

- **HEADQUARTERS:** Minneapolis, MN

- **DESCRIPTION:** Leadership training program that teaches leaders how to build high mutual trust teams.

- **WEBSITE**: teams-i.com

Gathering feedback from the T.E.A.M.S community as they went along allowed them to go through three significant iterations of the program in just 12 weeks, giving them a strong baseline to actually develop a launch plan from, and begin implementation.

Beyond impact on the product, leveraging MVPs left Craig and his team reenergized, and with more clarity on how to divide their work to accomplish critical milestones with more speed. It also created greater understanding of what prospective participants valued, and, importantly, built greater respect and trust in one another.