



Testing it out there

An Everyday Insight tool
behavioralexperiment.com



Session 2 of 4 in a Behavioral Experiment group. Asking the group, and a first experiment out there.

NAME

DATE

1 The group survey

Some predictions are about what other people think. Those can be tested by asking. Write a belief about what most people think, then the group answers anonymously with their own view.

WHAT I BELIEVE MOST PEOPLE THINK

HOW I EXPECT THE GROUP TO ANSWER, YES, NO, OR NOT SURE

HOW MANY SAID YES

HOW MANY SAID NO

HOW MANY WEREN'T SURE

WHAT THE ANSWERS TELL ME





2 An experiment for this week

Choose one prediction from your log, or another that gets in the way of something you want, and plan a small way to test it.

IF I

THEN

HOW MUCH I BELIEVE IT, 0 TO 100 _____

WHAT ELSE MIGHT HAPPEN, AND HOW MUCH I BELIEVE IT, 0 TO 100

WHAT I'LL DO, WHERE, AND WHEN

WHAT I'D EXPECT TO SEE IF THE PREDICTION CAME TRUE

WHAT I USUALLY DO TO STAY SAFE, WHICH I'LL LEAVE OUT THIS TIME

IF THIS GETS IN THE WAY

THEN I WILL





3 After the experiment

Fill this in as soon as you can afterward. Stick to what a camera would have seen.

WHAT ACTUALLY HAPPENED

Did the prediction come true? ☐ No ☐ Partly ☐ Yes

IF IT HAPPENED, HOW BAD WAS IT, AND FOR HOW LONG DID IT MATTER?

HOW MUCH I BELIEVE THE PREDICTION NOW, 0 TO 100 _____

WHAT IT TELLS ME

