PERFORMANCE

DETAILED PLANNING

INITIAL TRIAL

NEXT STAGE TRIAL

TIME

(a) Traditional planning-led implementation

PERFORMANCE

RAPID LEARNING CYCLES

FURTHER REVISIONS
AND IMPROVEMENTS

MARKET SUCCESS

INITIAL PROTOTYPES

TIME
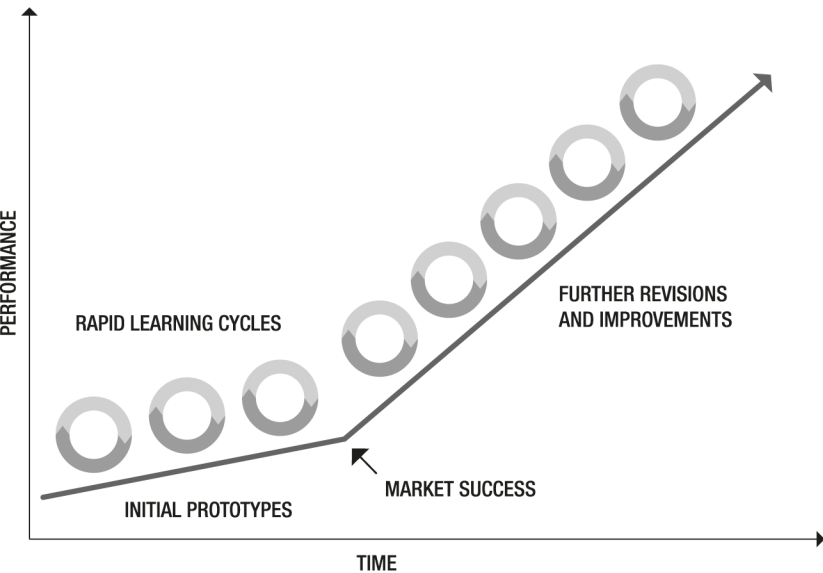
(b) Action-led implementation