

## MTP Massive Transformative Purpose

### Information

 **Staff on Demand**

 **Interfaces**

### Implementation

 **Community & Crowd**

 **Dashboards**

 **Algorithms**

 **Experimentation**

 **Leveraged Assets**

 **Autonomy**

 **Engagement**

 **Social Technologies**

## MTP Massive Transformative Purpose

Why does the organization exist?

What is the target of the organization?

What is the purpose of the organization?

Do kids and grandmas understand it?

### Information

What data do we have?

What data do we need?

How will we collect data for the algorithms?

Is the data we need available?

Can we buy it? Rent it? Make it?

### Staff on Demand

Can we build a cloud of external "employees"?

How could we have the best employees for each activity?

How should we find and hire? By using an agency? Direct? Local? Remote? Platform?

### Community & Crowd

Is there an existing community we can leverage?

How will we turn external community into advocates?

How will we create value for my community?

How can the community create value for my product?

### Algorithms

Why are we developing algorithms?

Which labor/activity/task can we automate?

Which algorithm/systems/platforms are you going to use to process/leverage the information you have?

### Leveraged Assets

What type of fixed costs can we move off the balance sheet by renting them?

What processes can we outsource?

Is there spare capacity lying around which we could re-purpose?

### Engagement

What contests/promotions can be created to increase customer acquisition?

How can we leverage gamification to improve our products and services?

How can you make people use your product every day?

### Interfaces

Can we build an API that connect our systems with the community?

Can we create a marketplace to drive growth?

What can we do to provide my product/service in a self-service mode?

### Dashboards

Why do you need to have real-time data?

What real-time data do you need to track/measure?

What systems will you use in order to measure that data?

What will you do with this data?

### Experimentation

What do you want to learn and what experiments will you run to do it?

How will you measure the success of the experiments?

How can we encourage experimentation within the organization?

### Autonomy

How can we reduce decision-delay or approval-chains?

How can we avoid too much management and allow the staff to grow?

Is there a framework/tools we could use? (OKR, Holacracy, etc.)

### Social Technologies

How will we leverage social technologies to improve communication (within our team/community/clients)?

What social network/tools can we use?

Can we use social tools to do some of the work for us?

### Implementation

How will we implement the right culture along the whole organization? How will we measure it?

How will we drive the organization toward the MTP? How will we measure it?

What collection of projects should we run to implement the above attributes?

What are the key elements everyone on the team has to agree on?