

4-week Conjecture & Refutation Bootcamp



Week 1 — Spotting and Naming Conjectures

Focus: Build awareness of the difference between ideas, assumptions, and testable conjectures.

Daily Practice:

- **Conjecture Journal:** At the start of each day, write down one “best guess” about an outcome you expect — could be work-related or not. At day’s end, note whether it held up and why.
- **Assumption Hunt:** Pick one active project and list every assumption it depends on. Mark testable vs. untestable vs. ad hoc.

End-of-Week Drill:

- Run a 15-minute “Good Explanation Audit” on a small decision your team is facing — strip away weak assumptions, keep only falsifiable, hard-to-verify explanations.

Week 2 — Practising Refutation Without Risk

Focus: Build comfort with deliberately trying to break your own (and others’) ideas.

Daily Practice:

- **Reverse Brainstorm:** For one challenge, list how you’d make it fail; then flip these into tests for the real plan.
- **Devil’s Advocate Role:** In at least one meeting this week, explicitly take the role of finding what would disprove a proposal.

End-of-Week Drill:

- Take a recent decision and design a “refutation test” you could run cheaply and reversibly. Even if you don’t run it yet, write the plan.

Week 3 — Controlled Experiments in Strategy Work

Focus: Move from theory to contained, real-world trials.

Daily Practice:

- Before making any strategic decision, state the conjecture in one sentence and define **what result would force you to change your mind**.

- Record each in your **Conjecture Log** (hypothesis, reasoning, kill criteria, test window).

End-of-Week Drill:

- Run one **small-bet experiment** from your log. Keep it low-cost, safe-to-fail, and fast to measure.
 - Debrief with your team using: What did we expect? What happened? What's the new best guess?
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Week 4 — Embedding the Habit in Live Leadership

Focus: Make conjecture-refutation thinking your default mode.

Daily Practice:

- **Strategic Stand-Up:** Start one meeting a day with “Our current best guess is... and here's how we'll know if it's wrong.”
- Review your Conjecture Log — close out tests, decide on scale/kill/pivot, and capture lessons as functional information for reuse.

End-of-Week Drill:

- Host a 60-minute Refutation Panel: Present one high-stakes strategic conjecture to a small group of trusted peers/advisors. Invite them to attack it from every angle. Capture what survives and what needs to change.
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How to Measure Progress Over the 4 Weeks

- **Volume of Conjectures Logged** — Are you actively producing and recording bold, testable guesses?
 - **Clarity of Kill Criteria** — are you defining clear “stop” signals before testing?
 - **Speed to Refutation/Adaptation** — how quickly do you update the course when evidence contradicts a conjecture?
 - **Cultural Shift** — do others start using this language without prompting?
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