

IDEA Cycle™

Imagine - Do - Evaluate - Adjust

The IDEA Cycle is a practical tool for testing change through small experiments, helping you gain clarity, confidence, and momentum without needing certainty upfront.



1. Imagine

What possibility do you want to explore?

You don't need perfect clarity - just curiosity.
What idea, interest, or experiment is nudging at you?

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2. Do

What's one small step you can take in the next 30 days?

Keep the step tiny and safe.

A small experiment teaches far more than planning.

3. Evaluate

What did you learn from trying it?

What energized you? What drained you? What surprised you?

What insight did you gain?

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4. Adjust

Based on what you learned, what's the next right step?

Continue? Refine? Expand? Pivot? Let go?
Every cycle brings insight.

Reflection Prompt

What experiment could you begin in the next 30 days?

Use the IDEA Cycle to shape one small, meaningful step.
