From Ingenuity to Capability Experiment Before You Transform

18.09.2026 17:18:08 | Management Insights, Lukas Michel | 0 Comments | Global Drucker Forum, Innovation

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A promising idea creates energy. Leaders can see a different future and feel pressure to move before the opportunity disappears. The familiar response is to launch a transformation.

Transformation may eventually be necessary. It is rarely the best first instrument for understanding whether the idea can become an organizational capability.

A large programme turns assumptions into plans, workstreams and commitments. Once resources and reputations are attached, evidence is interpreted through the need to deliver. An experiment does something different: it turns assumptions into questions that reality can answer.

What an experiment is for

An organizational experiment is not a miniature implementation. Its purpose is learning. It asks what must be true for the idea to create value, which conditions matter and how the organization responds when a new way of working enters existing routines.

A useful experiment is small enough to contain risk, real enough to produce credible evidence and clear enough that people know what they are trying to learn. It identifies the important

assumptions before action begins. It also protects the possibility that the original idea will change.

This discipline separates ingenuity from attachment. The idea deserves a fair test, not unconditional defense.

Experiment with the organization not only the offering

Innovation experiments often focus on the customer proposition or technical feasibility. They should also examine organizational feasibility. Can a decision be made at the required speed? Can knowledge cross the necessary boundaries? What happens to accountability? Which operating routine supports the new work and which creates friction?

A product may succeed in a pilot because exceptional people bypass the normal system. Scaling then fails when the work meets standard budgets, roles and controls. The experiment should make these conditions visible rather than temporarily hiding them.

From evidence to conscious movement

Before the experiment, leaders can state: what we currently observe, what we believe it may mean, what we expect to happen and what evidence would challenge that view. Afterwards, they can ask: what did the organization show us about itself? Which assumption held? Which changed? What new option has appeared?

The Organization Twin can anchor this learning. It connects the local experiment with the larger system and helps leaders see consequences elsewhere. A Guided Clarity Session creates space to interpret the evidence before success or failure becomes a political label.

Not every uncertainty can be resolved through a small test. Some choices require commitment under ambiguity. Even then,

thinking experimentally helps: make assumptions explicit, identify reversible moves and observe consequences early.

Capability grows through repeated learning

A capability is not installed. It develops through repeated action, reflection and adjustment until people, relationships and systems can produce an outcome dependably. The movement from idea to capability is therefore a learning trajectory, not a rollout schedule.

Clarity Before Change does not mean understanding everything before doing anything. Often, the next source of clarity is carefully chosen action.

Continue the reflection

What is the smallest experiment that would help us see more clearly?
What does this question make visible in your organization?
THE 3AM QUESTION

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