OVERVIEW

Differentiation Test

Diagnose the situation, choose a target and capture the first insight.

CLIENT / TEAM	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to verify whether your distinctive method matters to a real sponsor. Leave with a differentiation test card that can be tested in real, respectful, consent-based work.

WHY THIS MATTERS

Start with sponsor interviews, manager challenges and permissioned programme feedback. Watch for mistaking personality for proof of fit. Review sponsor-rated relevance as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Audience fit		
02 Problem clarity		
03 Coaching fit		
04 Proof quality		
05 Differentiation		
06 Message recall		

QUICK REFLECTION

Which dimension is the best starting point for this focus: verify whether your distinctive method matters to a real sponsor?

DEEP WORK I

Differentiation Test

Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review sponsor interviews, manager challenges and permissioned programme feedback. What observed moment shows the need to verify whether your distinctive method matters to a real sponsor?

02 What did the leader, colleague or sponsor actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to verify whether your distinctive method matters to a real sponsor, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: What would they miss if they chose a different coach?

06 How could you replace mistaking personality for proof of fit with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

Differentiation Test

Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a differentiation test card contain to help the user verify whether your distinctive method matters to a real sponsor? Name the first two decisions it supports.

08 Where might mistaking personality for proof of fit show up? How will you notice it and adjust before a colleague or participant is affected?

EVIDENCE AUDIT

Complete five rows while building a differentiation test card. Use only approved, non-sensitive examples.

SOURCE	WHAT HAPPENED	WHAT IT SUGGESTS	NEXT CHECK
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: What would they miss if they chose a different coach? Check: sponsor-rated relevance.

ACTION PLAN

Differentiation Test

Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from sponsor interviews, manager challenges and permissioned programme feedback.	
02 BUILD	Draft a differentiation test card using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, consented team or stakeholder interaction.	
05 ADAPT	Review sponsor-rated relevance and change one thing.	

SUCCESS METRIC

Leading signal: sponsor-rated relevance. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

Differentiation Test

Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a differentiation test card to verify whether your distinctive method matters to a real sponsor.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE COLLEAGUE OR SPONSOR'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep participant and team data private. No results are guaranteed.