

# THE LOST-DEAL LEARNING REVIEW

Turn a loss into a  
better next decision.



01 / 05



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DO NOT ASK:

WHO  
FAILED?



ASK:  
WHAT DID  
THE DEAL  
TEACH US?



02 / 05

# REVIEW THE EVIDENCE



**PROBLEM** —  
was it  
important?

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**FIT** —  
were we  
relevant?

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**PROCESS** —  
where did  
momentum  
change?

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**DECISION** —  
why did  
they choose  
differently?

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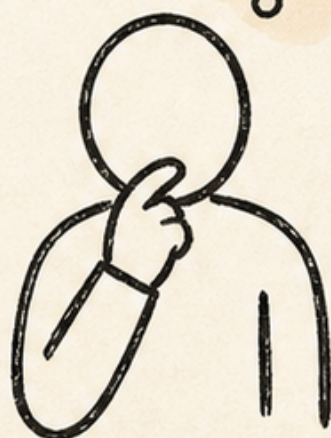


# SEPARATE FACT FROM STORY

WE OBSERVED...



WE ASSUME...



WE NEED TO TEST...



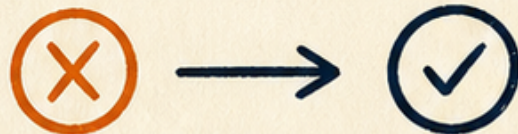
Turn assumptions  
into questions.

# LEARN WITHOUT BLAME. CHANGE WITH EVIDENCE.



Review one  
lost deal without blame.

## RUN THE REVIEW



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