

HOW TO

Make Your Models Fit Your Business Needs

1

Don't skimp on getting to the "why"

Decompose the "why" into its key elements

2

3

Make sure a model is the right solution

Establish an owner/subject-matter expert

4

5

Define parameters and limitations

Socialize a framework before starting

6

7

Start with an MVP to get the ball rolling

Purpose-build for iteration

8

9

Normalize at every stage of the process

Measure, debrief and restart

10

Want to read details on each step?

Visit

<https://tbri.com/blog/ensuring-competitive-market-intelligence-models-suit-your-needs/>