

## CEMMethod® Tool 5

### Customer Truth Sprint (Ch05)

Companion URL: <https://bpgroup.org/cemmethod/ch05>

Purpose: Gather fast customer truth and convert it into decisions.

Use when: When insight exists but action is stalling, or you need evidence quickly.

Time: 30-60 minutes

Moment that matters: \_\_\_\_\_

#### **Evidence sources**

Customer evidence: \_\_\_\_\_

Operational evidence: \_\_\_\_\_

Frontline evidence: \_\_\_\_\_

#### **Outside-In truths**

Truth 1: \_\_\_\_\_

Truth 2: \_\_\_\_\_

Truth 3: \_\_\_\_\_

Chosen truth: \_\_\_\_\_

#### **Decision**

Owner: \_\_\_\_\_

First action: \_\_\_\_\_

Measures: \_\_\_\_\_

What stops to make space: \_\_\_\_\_