Welcome Clinician Founder

Find Out What People Will Commit To

People may say your idea sounds useful and still keep doing exactly what they do now.

Use this Test Signal worksheet to understand the current workaround, check readiness for change and make one fair commitment ask before you build further.

TEST SIGNAL WORKSHEET

FINISH WITH

One clear commitment ask, up to five recorded responses and a better decision about whether to continue, adapt the solution or return to the problem.

Allow about 30 minutes to prepare, then run the asks with suitable people.

STEP 1

Start with what happens now

Your solution is not competing with an empty space. It is competing with a habit, tool, service, colleague, delay — or the decision to tolerate the problem.

THE MOMENT

When does the problem become noticeable enough that this person does something?

THE CURRENT WORKAROUND

What do they do now, including workarounds, delay or doing nothing?

WHY IT IS GOOD ENOUGH

What makes the current way familiar, trusted, cheap, quick or easier than changing?

WHAT IT COSTS

What does the current way cost in time, effort, money, risk, frustration or missed opportunity?

Do not ask whether they like your solution yet. First understand what changing would have to beat.

STEP 2

Check whether now is the time

A painful problem does not automatically create readiness. Learn what would make action possible now — and what makes staying put reasonable.

WHY NOW?

What has changed, or what is coming, that makes this worth addressing now?

ABILITY TO CHANGE

What time, authority, budget, access, support or energy would they need?

SWITCHING FRICTION

What would they have to stop, learn, risk, explain or reorganise?

TRUST

What would they need to see, understand or feel safe about before taking a next step?

WRONG TIME

What would make not changing — or not changing yet — the sensible decision?

YOUR READINESS SENTENCE

They may be ready to act when _____. The main friction is _____.

STEP 3

Make one fair ask

Choose a response that costs something meaningful enough to teach you — without asking for more trust, risk or effort than this stage deserves.

POSSIBLE CURRENCIES OF COMMITMENT

TIME · EFFORT · ATTENTION · ACCESS · INTRODUCTION · REPUTATION · BOOKED NEXT STEP · MONEY

Examples: share the current workflow; review a rough prototype; book a fit call; register for a dated workshop; join a waitlist and agree to follow-up; introduce a decision-maker; place a transparent deposit.

WRITE THE ASK

I am exploring [way of helping] for [person] when [moment]. I want to learn whether [uncertainty]. Would you be willing to [specific commitment] by [date]? It would involve [time / effort / money / access].

FAIR-ASK CHECK

- [ ] The person is suitable and the ask is clear.
- [ ] The commitment matches the uncertainty I need to reduce.
- [ ] The cost and experimental status are explicit.
- [ ] A no is easy, safe and genuinely acceptable.

Use a clear, proportionate ask. Make the cost explicit and make no genuinely acceptable.

STEP 4

Record the response, then decide

Ask up to five suitable people. Record what each person actually did before deciding what it means.

PERSON	WHAT I ASKED	WHAT THEY DID	WHY / FRICTION
1			
2			
3			
4			
5			

WHAT THE PATTERN SUPPORTS

CONTINUE when suitable people make the intended commitment and the delivery remains responsible. ADAPT when the problem is recognised but timing, trust, friction, format or ask blocks action. RETURN when the current workaround remains good enough or the solution does not earn further investment.

COMPLETE WHEN

I asked _____ people. The behaviour I saw was _____. My decision is continue / adapt / return. By _____ I will _____.

YOUR NEXT STEP

Turn the worksheet into action

A useful resource should lead to a real conversation, test or decision — not another open tab. Take what you completed into the next real situation.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources.
Actionship includes Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

The next responsible move is the smallest one that creates clearer evidence in the real world.