Welcome Clinician Founder

Turn Your Idea Into One Testable Offer Sentence

A 20-minute worksheet for turning useful evidence into one clear version that a real person can respond to.

PRACTICAL FOUNDER RESOURCE

THE NARROW PROBLEM THIS SOLVES

> “My idea makes sense in my head, but it is still too vague for useful feedback.”

Promise: leave with one evidence-based offer sentence, one simple invitation and five relevant people to share it with.

Collect the five useful parts

Do not begin with clever wording. Begin with what you have heard, seen or experienced. Keep assumptions visible.

1. SPECIFIC PERSON

Who is close enough to the problem to recognise it?

Example: UK GP partners introducing a new patient-access process.

2. DIFFICULT MOMENT

What concrete situation keeps creating friction?

Example: the team agrees the change, but ownership disappears after the meeting.

3. CURRENT WORKAROUND

What do they do now instead?

Example: repeated reminders, scattered notes and one person carrying the follow-up.

4. USEFUL MOVEMENT

What modest, observable progress would matter?

Example: leave the meeting with one owner, one next action and one review date.

5. YOUR BOUNDARY

What are you not promising or replacing?

Example: a planning session, not governance approval or clinical assurance.

EVIDENCE CHECK

Underline real conversations or behaviour. Put a question mark beside anything you are only assuming.

Make one clear version

A test sentence is not your forever positioning. It is a temporary version clear enough to meet reality.

CORE FORMULA

I am testing a [FORMAT] for [SPECIFIC PERSON] who [DIFFICULT MOMENT], to help them [USEFUL MOVEMENT].

WRITE VERSION 1

TURN IT INTO AN INVITATION

I am exploring whether [PROBLEM/MOMENT] is worth solving for [PERSON]. I am testing [FORMAT] to help with [MOVEMENT]. Would you be willing to [CONCRETE NEXT STEP]? I am looking to learn, not to pitch you a finished solution.

WRITE YOUR INVITATION

Clear enough to respond to?

Read your sentence aloud. Tick each gate only if a relevant person could understand it without extra explanation.

☐	RECOGNISABLE	Names a person and a moment they would recognise.
☐	USEFUL	Promises a modest movement, not a sweeping transformation.
☐	BOUNDED	Makes the format and important exclusions clear.
☐	CREDIBLE	Fits the evidence and credibility you actually have today.
☐	ASKABLE	Ends with a concrete next step someone can accept or decline.

ILLUSTRATIVE WORKED EXAMPLE

"I am testing a 45-minute planning session for UK GP partners whose improvement projects keep losing ownership after meetings, to help them leave with one owner, one next action and one review date."

Boundary: implementation planning only; not governance approval or clinical assurance.

IF IT FAILS A GATE

Change one component only. Make the person, moment, movement, format or ask more specific.

Your five-person offer test

Feedback becomes useful when your version reaches people who genuinely encounter the problem.

MY FINAL TEST SENTENCE

MY CONCRETE INVITATION

FIVE RELEVANT PEOPLE

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____
- ☐ 4. _____
- ☐ 5. _____

First message sent by: _____

COMPLETION CRITERION

Done = one sentence passes all five gates, the invitation is written, five relevant people are named, and the first message is sent.

Record what suitable people understood, questioned or ignored, then change only one component before the next test.

YOUR NEXT STEP

Take the next move into reality

A useful worksheet should lead to a real conversation, test or decision — not another open tab. Use what you completed with one suitable person this week.

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.