

ECOSYSTEM

BAD HABIT

Stage 1



Competing narratives and interests

Everyone pushes their own agenda, and with each partner speaking a different jargon, finding a common goal becomes impossible.



Fix with: 'Set a shared agenda'

ECOSYSTEM

BAD HABIT

Stage 1



Power asymmetries shaping the agenda

The partner with the most money dictates what happens and ignores the needs of the smaller players.



Fix with: 'Set a shared agenda'

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BAD HABIT

Stage 1



Nothing changes fatigue

People roll their eyes and do not participate, because previous collaborations (in this sector) led to absolutely nothing.



Fix with: 'Enlarge the value'

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BAD HABIT

Stage 1



The usual suspects again

You only invite the people you already know, causing you to miss the fresh perspective you actually need.

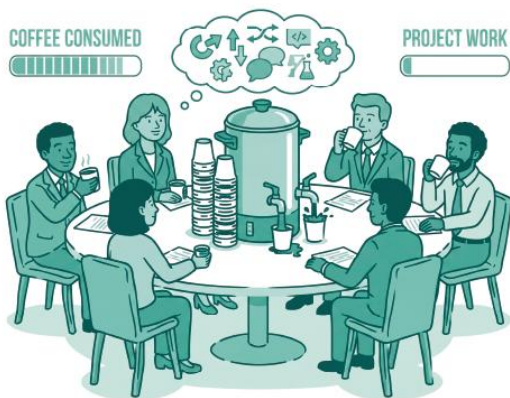


Fix with: 'Ecosystem set up'

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BAD HABIT

Stage 1



Coffee only contributors

Partners do turn up to the meetings and drink the coffee, but do absolutely zero work when they get back to the office.

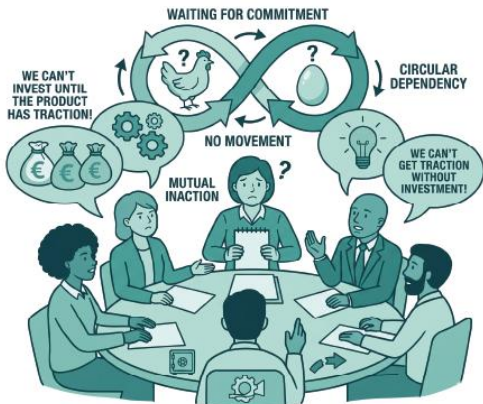


Fix with: 'Value for all stakeholders'

ECOSYSTEM

BAD HABIT

Stage 1



The chicken and egg problem

Nobody wants to invest time or money before someone else does, meaning the project never gets off the ground.



Fix with: 'Value for all stakeholders'

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BAD HABIT



Crucial actors are missing

The project stalls when key people, such as decision-makers and those affected by the solution, aren't involved, leaving important perspectives unheard.



Fix with: 'Expanding the ecosystem'

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Out-of-sync partnerships

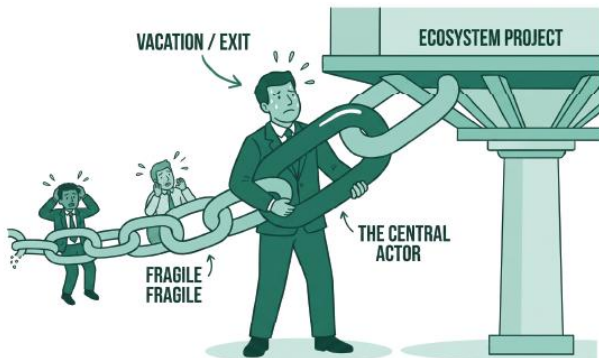
Everyone works on their own timelines and processes, making joint implementation slow and unpredictable.



Fix with: 'Stakeholder process alignment'

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Dependency on a few central actors

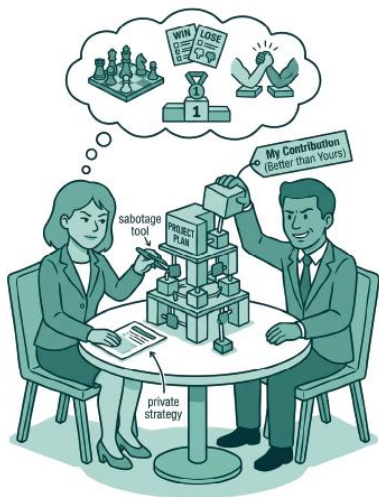
Everything completely grinds to a halt as soon as that one specific driving force goes on holiday or leaves the project.



Fix with: 'Let the ecosystem work'

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Competition within collaboration

Partners treat the project like a competition, becoming protective of “their” ideas and struggling to share credit instead of genuinely collaborating.

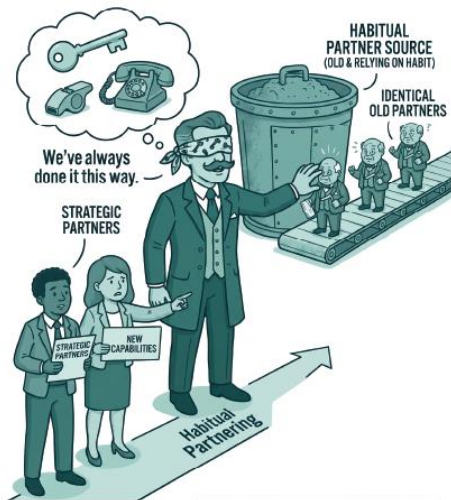


Fix with: ‘Let the ecosystem work’

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BAD HABIT

Stage 2 & 3



Partnership by habit

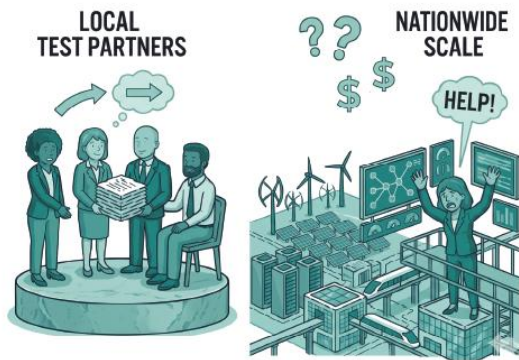
Partners are engaged out of routine or familiarity rather than strategic fit, leading to the wrong people being involved at the wrong time in the ecosystem.



Fix with: 'Ecosystem check-up'

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Replication requires different actors

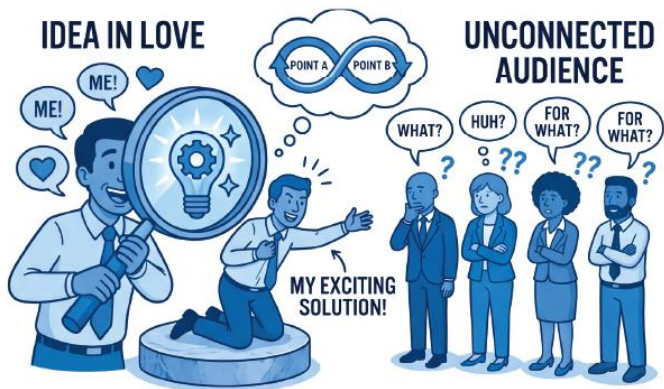
You try to scale up with your original test partners, but forget that you need totally different, large logistical players for a nationwide roll-out.



Fix with: 'Partnerships for scaling'

EXPERIMENTATION BAD HABIT

Stage 1



Solution in search of a problem

You've fallen in love with a brilliant idea and are trying to push it onto people who don't actually have that problem at all.



Fix with: 'First challenge discovery'

EXPERIMENTATION BAD HABIT

Stage 1



Exploration dominated by the loudest voices

You only listen to the loudest or wealthiest users, causing you to completely miss what the actual end-user needs.



Fix with: 'Researching stakeholders'

EXPERIMENTATION BAD HABIT

Stage 1



Compromise without focus: false alignment

Stakeholders rely on voting instead of shared criteria, creating the illusion of alignment: in reality this is a compromise that lacks clarity and strategic focus.



Fix with: 'Shared challenge prioritisation'

EXPERIMENTATION BAD HABIT

Stage 1



Killing creativity with premature judgment

Dismissing ideas too soon or judging them prematurely limits creativity, reduces the pool of potential solutions, and prevents truly innovative approaches.



Fix with: 'Solution generation'

EXPERIMENTATION BAD HABIT

Stage 1



No Boundaries, no focus

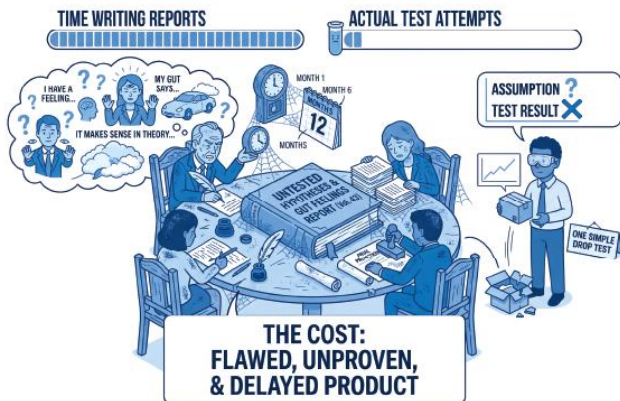
Without clearly defined boundaries, teams risk mission creep, duplicate work, and confusion over what the project is, and isn't, meant to achieve.



Fix with: 'Define the scope'

EXPERIMENTATION BAD HABIT

Stage 2



Assumption-based acting

You spend months writing thick reports based on gut feelings and assumptions instead of just running a simple test in the real world.



Fix with: 'Setting up experiment(s)'

EXPERIMENTATION BAD HABIT

Stage 2



Endless discussion and no action

The team keeps talking and researching endlessly, without ever making a decision and taking action.



Fix with: 'Setting up experiment(s)'

EXPERIMENTATION BAD HABIT

Stage 2



Trusting expertise over evidence

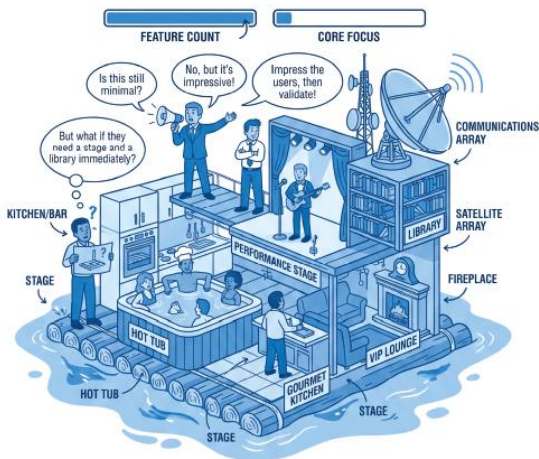
An unvalidated prototype without sufficient testing or feedback, leaving critical flaws unresolved and uncertainty about readiness for the next stage.



Fix with: 'Improve the prototype'

EXPERIMENTATION BAD HABIT

Stage 2



Trying to impress instead of validating

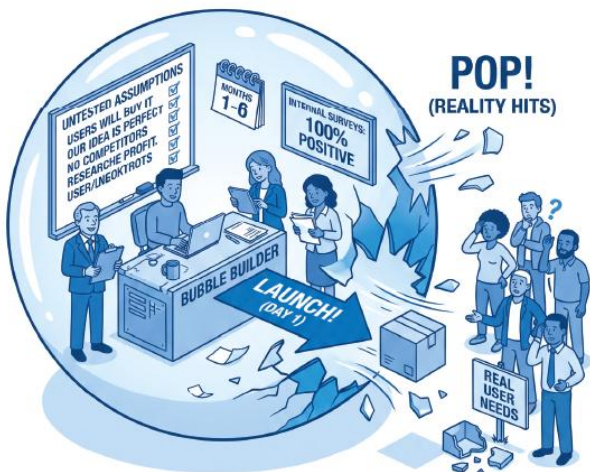
Instead of validating the core hypothesis with minimal features, the team keeps adding features to make the product feel complete and ready for every scenario.



Fix with: 'Build your MVP'

EXPERIMENTATION BAD HABIT

Stage 2



Building in your bubble

Critical assumptions go untested because the team builds in isolation. When launched, the product fails to match real user needs.



Fix with: 'Test your MVP in a pilot'

EXPERIMENTATION BAD HABIT

Stage 3



Pilot paradox: success that doesn't stick

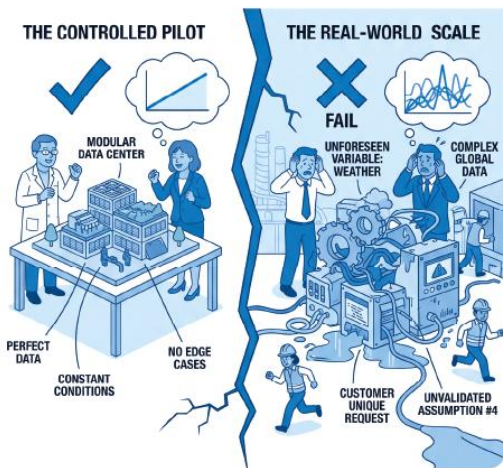
You keep running small, successful pilots, but never manage to turn it into a scalable and lasting model.



Fix with: 'Exploring pathways for scaling'

EXPERIMENTATION BAD HABIT

Stage 3



Copy-paste failure

Assuming that because the solution worked for your first target audience, a completely new market or target group will also embrace it without modifications.



Fix with: 'Finding next growth market'

GOVERNANCE

BAD HABIT

Stage 1



Loss of informal relational glue

The collaboration has turned into a tough, bureaucratic process full of rules, causing all the energy and the original trust to disappear.

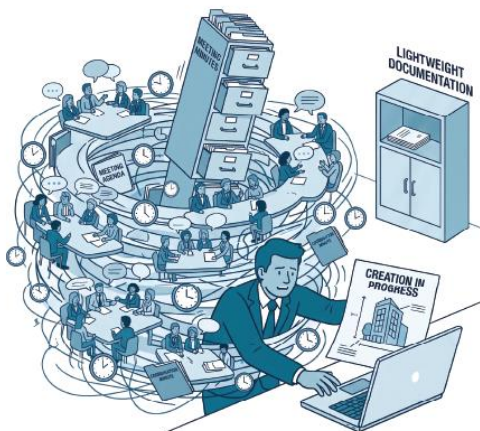


Fix with: 'Simple guiding principles'

GOVERNANCE

BAD HABIT

Stage 1



Meeting-centric coordination culture

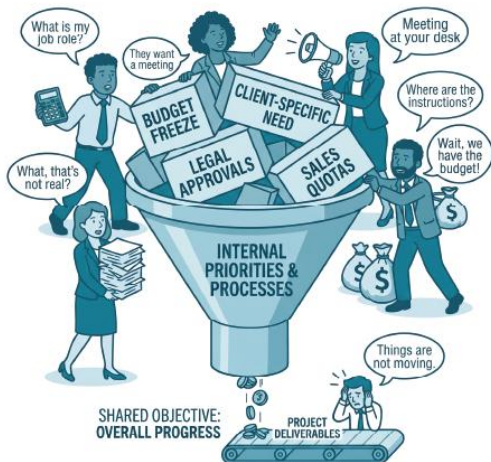
Time is consumed by coordination rather than creation, as meetings become the primary mechanism for alignment instead of relying on lightweight documentation.



Fix with: 'Coordination Backbone (MVI)'

GOVERNANCE

BAD HABIT



Become your own biggest bottleneck

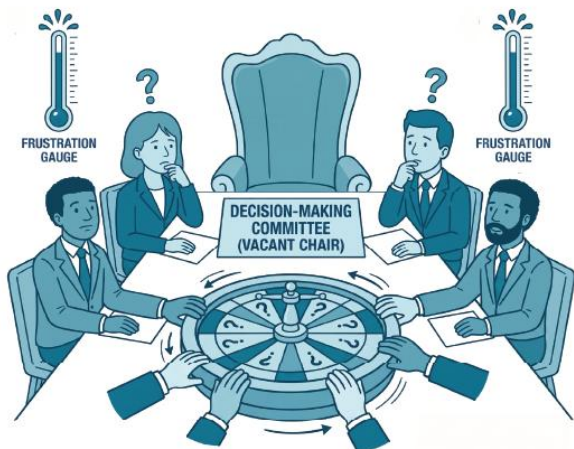
Instead of accelerating execution, internal priorities dominate the decision-making. Every department optimizes for its own goals, not the shared objective.



Fix with: 'Manage your own organisation'

GOVERNANCE

BAD HABIT



Decisions by nobody (or anybody)

Without a good decision-making body, decisions can be inconsistent or made by anybody, partners feel unheard, and progress slows while frustration grows.



Fix with: 'Decision-making body'

GOVERNANCE

BAD HABIT



Missing your power players

Not identifying and involving the people who can make things happen means barriers stay in place, resistance continues, and progress is slow.



Fix with: 'Involving power promoters'

GOVERNANCE

BAD HABIT



The 'Not invented here' syndrome

Partners reject a proven solution because they didn't create it themselves. Pride and territorial behavior block adoption: "we do things our own way here" mentality.



Fix with: 'Involving power promoters'

GOVERNANCE

BAD HABIT

Stage 3



Lost in transition

Progress crashes when team members enter or exit without clear governance. Without defined roles, responsibilities, and decision-making rules, trust and agreements must be rebuilt every time, slowing down collaboration.



Fix with: 'Professionalising governance'