

Expectations gap

Use this worksheet to find ways to avoid frustration on your exponential journey when progress is slow at first.

How do you currently set expectations on progress for new projects? What messages and metrics help others accurately assess how the project is going?

Here's how Jeff Bezos helped close the expectations gap for early stakeholders:

“Because of our emphasis on the long term, we may make decisions and weigh tradeoffs differently than some companies.”
— Jeff Bezos, Amazon, 1997

INCREMENTAL

How do you currently set expectations on progress for new projects?

EXPONENTIAL

How could you avoid frustration with an exponential journey, where progress is slow at first?