



(REFLECT)

Compass





(COMPASS)

Are we still heading in the right direction?

Used to check whether your work is still aligned with the original business problem, customer insight, and intended outcome. Purposeful drift is okay—if it still solves the right thing.

Play this card when:

The team feels stuck, scattered, or excited by new ideas. Use it to realign on the problem, the goal, or to consciously choose a new path.

You may be thinking:

- Is this what we set out to solve?
- We've wandered off the course a bit.
- This all sounds good, but is it actually helping the customer?
- I'm not on the same page as everyone else.

These are thinking tools. They can be used throughout the process, but are formally required at every Reflect, to pause.