Stop, Start, Continue, End Exercise
Quick Reference Guide

A common risk of long-term change programmes is the issue of an ever-growing list of projects being worked on as more and more initiatives get added to the list.

The programme becomes unwieldy - it starts taking on a life of it's own without necessarily delivering the results that were intended.

If you're working on too many things at the same time, you're less likely to get anything finished. It's therefore important to prioritise and focus on those things that are the most important.

Once a quarter do this exercise with the people who are working on the project to keep your programme focused on the work that will add the most value to delivering your strategic priorities.

Stop
- Scoping has identified that the idea is not viable for the business e.g. too costly or it won't deliver the benefits initially anticipated
- The solution isn't viable
- The anticipated benefits are not being realised

Start
- There is clarity on the objectives of the project and the benefits it is hoped will be achieved

Continue
- The project is running according to plan
- There continues to be line of sight to the benefits

End
- The benefits are being delivered
- Teething issues have been resolved
- The operational team is confident with the new ways of working

Don't forget to celebrate at the end with all who have been involved in the project.

The Spiral Hub