

# Center of Excellence Experimentation Bootcamp

A Center of Excellence (COE) is the heart of a successful digital experimentation program. Brooks Bell experts equip you with the tools and best practices you need to create a solid program foundation to help create a new COE, or take your current COE to new heights.

If your organization is new to online testing or transitioning to a self-service or federated experimentation structure, now is the time to focus on your own COE – a highly competent team to teach, lead, motivate and engage key stakeholders and employees across the company – to foster a collaborative, experimentation culture.

A well established COE also requires effective leaders, who need the skills to encourage, motivate and support your vision. They also need to gain respect, and build relationships of trust across product teams, functional teams and senior management.

This intense, two day, COE Experimentation Boot Camp is also tailored to the specific needs of your organization, including your COE structure, maturity level, skills and much more. Brooks Bell can come to your offices, invite you to our headquarters in Raleigh, NC - or do whatever it takes to make it work for you.

Throughout the program, Brooks Bell experts lead you through the entire process – from building your infrastructure, coaching your leaders, honing essential skills and defining management roles – of what it takes to operate a successful Experimentation COE. We also explore the best ways to engage with other teams, as well as define a roadmap about how to coordinate and manage testing across areas.

**The result? You walk away with the tools and knowledge you need to achieve your goal of establishing a nurturing, collaborative, engaged, successful COE and culture of experimentation.**



## Sample Agenda - Customizable Two Day Boot Camp



### Day 1

- Testing Foundations Overview (Strategy, Performance Metrics, Experiment Design, Sizing)
- Tool Training (Testing & Analytics)
- Roles & Responsibilities
- Roadshowing & Engagement with Teams
- Standardized process & Documentation



### Day 2

- Roadmap Management + Queue Prioritization
- Collision Management
- Strategy Ideation & Brooks Bell Strategy Methodology
- Communication Planning
- Community Resource Planning
- Program Measurement



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