Art of Continuous Improvement

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Continuous Improvement

THE CONTINUOUS IMPROVEMENT CYCLE

IDENTIFY
Opportunities in the process workflow.

PLAN
How can the current process be improved?

EXECUTE
Implement changes.

REVIEW
How changes working for the team?
Data Driven Continuous Improvement

- Measure
- Correlate
- Execute
- Re-evaluate
Hypothesis

Spam has gotten out of hand with the introduction of new gTLDs

Spam is moving to new gTLDs
Spam is Correlated to Price

• Create a price floor for volume?
• Eliminate name generators at Registrars?
Measure

• Have spam rates decreased?
• If not, CHANGE COURSE
It all Requires... DATA
Mashups
Correlations?

- Domain Sales and Cellphone Penetration
- Domain Sales and Social Media Penetration
- DNS Abuse and eCommerce Penetration
- Etc. etc. etc.