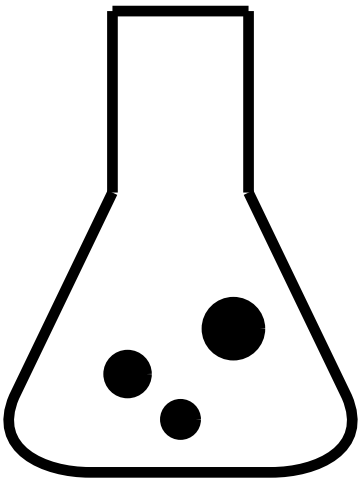
HUMANEERING

EXPERIMENT. LEARN. EVOLVE.



TEST BELIEFS. TAKE ACTION.
BUILD A BETTER LIFE.

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A FREE PRACTICAL STARTER BOOK FROM RICHLAB

Before you begin

This is not a book to admire, highlight and forget. It is a short operating manual for testing one useful change in real life.

> **Read it quickly. Choose one experiment. Run it for seven days. The value is not in agreeing with the ideas. The value is in collecting evidence.**

The rule: make the experiment small enough to begin, clear enough to measure and safe enough to repeat.

You can also build your first experiment free on the Humaneering website. Your answers stay in your browser unless you choose to copy or print them.

1. Life is already an experiment

Every repeated behaviour is producing data. The problem is that most of us do not define the question, control the test or review the result. We repeat a pattern, call it personality and defend it as truth.

Humaneering treats beliefs as hypotheses, identity as accumulated evidence and action as a trial rather than a verdict on your worth.

You do not need to redesign your whole life. You need to ask a better question:

> **“What is the smallest useful experiment that would teach me something true?”**

A result can be positive, negative or inconclusive. All three are useful when they improve the next decision.

2. The five-step loop

1. WANT

Define one outcome that matters now.

2. BECOME

Choose the identity and behaviour required for the test.

3. DO

Run one small experiment in the real world.

4. LEARN

Measure what happened without turning it into self-judgement.

5. IMPROVE

Keep, change or stop the behaviour, then run the next version.

The loop matters more than any single result. A good life is not one perfect decision. It is a growing ability to notice, test, learn and adjust.

3. Want: define the outcome

Vague dissatisfaction creates vague action. “I want to be better with money” is not an experiment. “I will record every non-essential purchase for seven days” is.

A useful outcome is:

- visible
- small enough for seven days
- mostly within your control
- capable of producing a clear lesson

Write one sentence:

In the next seven days, a small visible improvement would be...

4. Become: borrow an identity

Identity is often treated as a permanent label: confident, anxious, disciplined, disorganised. Humaneering uses identity differently. For the duration of an experiment, you borrow a useful identity and prove it through behaviour.

Do not choose “a completely new me”. Choose a practical role:

- a prompt business owner
- a person who keeps small promises
- a calm negotiator
- a curious beginner
- an evidence-led decision maker

For seven days, I am acting as...

The proof action this person takes is...

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5. Do: design the smallest test

The first version should feel almost too small. That is a strength. Small experiments reduce fear, cost and excuses. They also make repetition possible.

Use this structure:

> **For seven days, when [trigger] occurs, I will [action]. I will record [measure].**

Example: For seven days, when a new enquiry arrives, I will send or schedule the quote before the end of the next working day. I will record the number sent on time and the responses received.

Your experiment:

6. Learn: separate data from drama

A missed day is data. A poor response is data. Feeling uncomfortable is data. None of these automatically means that you failed or that the belief was true.

At the end of the test, review four questions:

1. What actually happened?
2. What surprised me?
3. What did this reveal about the belief I was testing?
4. What should I keep, change or stop?

Do not ask only, “Did it work?” Ask, “What did it teach me?”

7. Improve: build experiment 002

Most change fails because people treat one attempt as a final judgement. Humaneering assumes version one will be incomplete.

After the review, choose one:

KEEP - the action produced useful evidence and is worth repeating.

CHANGE - the idea still matters, but the trigger, size, timing or measure needs adjusting.

STOP - the experiment taught you that the action or outcome is not worth pursuing.

> **Iteration is not indecision. It is intelligent persistence.**

Seven starter experiments

Use one as written or adapt it. Run only one at a time.

Money

Record every non-essential purchase for seven days. Before buying, wait ten minutes and write what you expected the purchase to change.

Health

Walk for ten minutes immediately after one fixed daily trigger. Record completion and energy before and after.

Work

Begin the most avoided useful task for ten minutes before checking messages.

Business

Respond to every qualified enquiry within one working day. Record response time and outcome.

Confidence

Make one small clear request each day. Record the request, prediction and actual response.

Relationships

Ask one genuine question and listen without preparing your reply. Write one thing you learned.

Clutter

Remove or decide the fate of ten items each day. Record the number completed, not how motivated you felt.

The one-page experiment canvas

AREA

CURRENT REALITY

SEVEN-DAY OUTCOME

BELIEF BEING TESTED

IDENTITY FOR THE WEEK

PROOF ACTION

MEASURE

MINIMUM SUCCESS

START DATE

LIKELY OBSTACLE / IF-THEN RESPONSE

The seven-day review

Complete this after the experiment, not during it.

What happened in observable terms?

What surprised me?

What did I learn about the belief?

What evidence did I create about my identity?

What will I keep, change or stop?

What is experiment 002?

A final warning

Humaneering can become another sophisticated way to procrastinate if you spend more time designing experiments than running them.

> **Your first experiment does not need to be clever. It needs to begin.**

Pick one area. Choose one action. Choose one measure. Put a date on it. Then collect seven days of evidence.

START EXPERIMENT 001

Use the free interactive builder included with the Humaneering website.

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