

# BIGFOOT

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Bigfoot is an intelligence platform that tells you what's happening, why it's happening, and what you can do to get better outcomes (with the math and evidence to prove it).

The full experience is live and audiovisual at [bigft.com](https://bigft.com)

**You have an outcome you're responsible for and you're not getting the results you need.**

**A good explanation tells you what's happening, why, and exactly what to change.**

**Bigfoot builds explanations you can act on with the math and evidence to support it.**

**You can't fix what you can't explain.**

**A good explanation is the most valuable intelligence you can have in business.**

## THE PITCH

### Here's why Bigfoot exists.

If you're like most people who end up here, you have outcomes that matter and you're responsible for them. Maybe you need to know why a drug team keeps missing its FDA submission window. Maybe you spent real money on AI and need to know if it's actually doing anything. Maybe your customers are telling you something and you can't quite hear it.

In almost every case, what's standing between you and a better outcome is the same thing — you don't have a good explanation for what's actually happening. You might have KPIs coming out of your ears. Maybe a consultant left you themes in a deck. But a real explanation — the kind that says if you do X then Y should happen? That you don't have.

A good explanation tells you what's happening, why it's happening, and exactly what to change to get a better outcome. It's the most valuable intelligence you can have in business.

That's what Bigfoot builds. Bigfoot talks to the people closest to the problem, works through the data, and hands you a predictive model that explains what's going on, what's driving it, and what to do about it — with the math and evidence to prove it.

## WHAT BIGFOOT SOLVES

### **| Diagnosis**

You have an outcome you're responsible for and you're not getting the results you need. Bigfoot finds out what's causing the gap, why it persists, and where the leverage is. You get the specific levers that will create the most change, how they affect the outcomes you care about, and predictions of the value that could get created.

### **| Impact**

A program ran, a product launched, money was spent. Bigfoot traces what was delivered through what actually changed in people's behavior to the business results it produced. You get a clear picture of what worked, what didn't, and the return on investment.

### **| Customer Needs**

Bigfoot talks to your customers and finds out what they're actually trying to accomplish — what they need, what's getting in the way, and what would make the biggest difference. You get an evidence-based picture of demand that tells you where to focus.

### **| Culture**

Bigfoot takes a business perspective on culture. Every organization has parts of its culture that enable meaningful progress and parts that impede it. Bigfoot finds out which parts are alive and generative and which ones are getting in the way — so you get an analysis of your culture that's connected to the outcomes you care about.

*Coming soon: leadership 360s and individual instances of Bigfoot to help leaders think through, map out, and test their own thinking.*

## THE LAB: COLLEGE ADMISSIONS

How the selective admissions process affects the students who go through it

**7**

INTERVIEWS

**305**

EVIDENCE

**13**

REPLICATED

**25%**

COMPLETE

**90%**

QUALITY

### CURRENT THEORY

The selective college admissions process creates a system where students optimize for institutional approval rather than development.

### DISCOVER



### TEST



Ask Bigfoot to tell you the story.

### PREDICTIONS TO TEST THE MODEL

1. Students applying only to schools with acceptance rates above 30% will describe a manageable process.
2. Students applying to five schools or fewer will report lower performativity.
3. Students with a strong self-concept sustain less lasting damage.

### LEVERS FOR CHANGE

- Change what the application rewards.
- Limit applications. Cap number of schools.

### OPEN QUESTIONS

1. Missing admissions voice.
2. Performance and rejection.
3. What comes after?

## HOW IT WORKS

### How Bigfoot Works

Every engagement starts with an intake. Bigfoot learns what you're trying to accomplish, designs the study, identifies the people he needs to talk to, and produces a brief describing the approach and what the results would look like if the study is successful. You approve it, and he gets to work.

Bigfoot creates a dedicated instance of himself for each study. You get a persistent lab space that shows findings as they come in — a living picture that sharpens over time.

Most studies begin with "griffs"\* — one-on-one sessions with the people closest to the problem. From those conversations, Bigfoot develops an initial theory of what's happening, why it's happening, and where the opportunities for improvement are. He then tests and refines those findings through purpose-built instruments. He can even use your own systems of record data to test predictions against what's already there.

The goal is a rigorous, richly described account of the current situation — the causal mechanisms driving it, and the specific things you could do to generate significantly greater outcomes. The methodology combines anthropological interviewing, statistics, formal logic, and Bayesian math to produce the highest-fidelity explanation possible.

\*Griff — from old British slang for a betting tip or accurate facts; reliable information. A griff is a short, structured research conversation. Bigfoot asks sharp questions, builds a picture of what's actually going on, and plays it back so the participant can see the wiring underneath their own experience. Each one takes about thirty minutes.

# JUGGERNAUT INC.

Large online retailer wants a 6-month post-program evaluation to capture the true impact of its flagship leadership development experience.

## Tracing what worked, what didn't, and what it was worth.

VALUE CREATED

**\$2.3M**

Floor \$1.9M · Ceiling \$3.1M

RETURN ON INVESTMENT

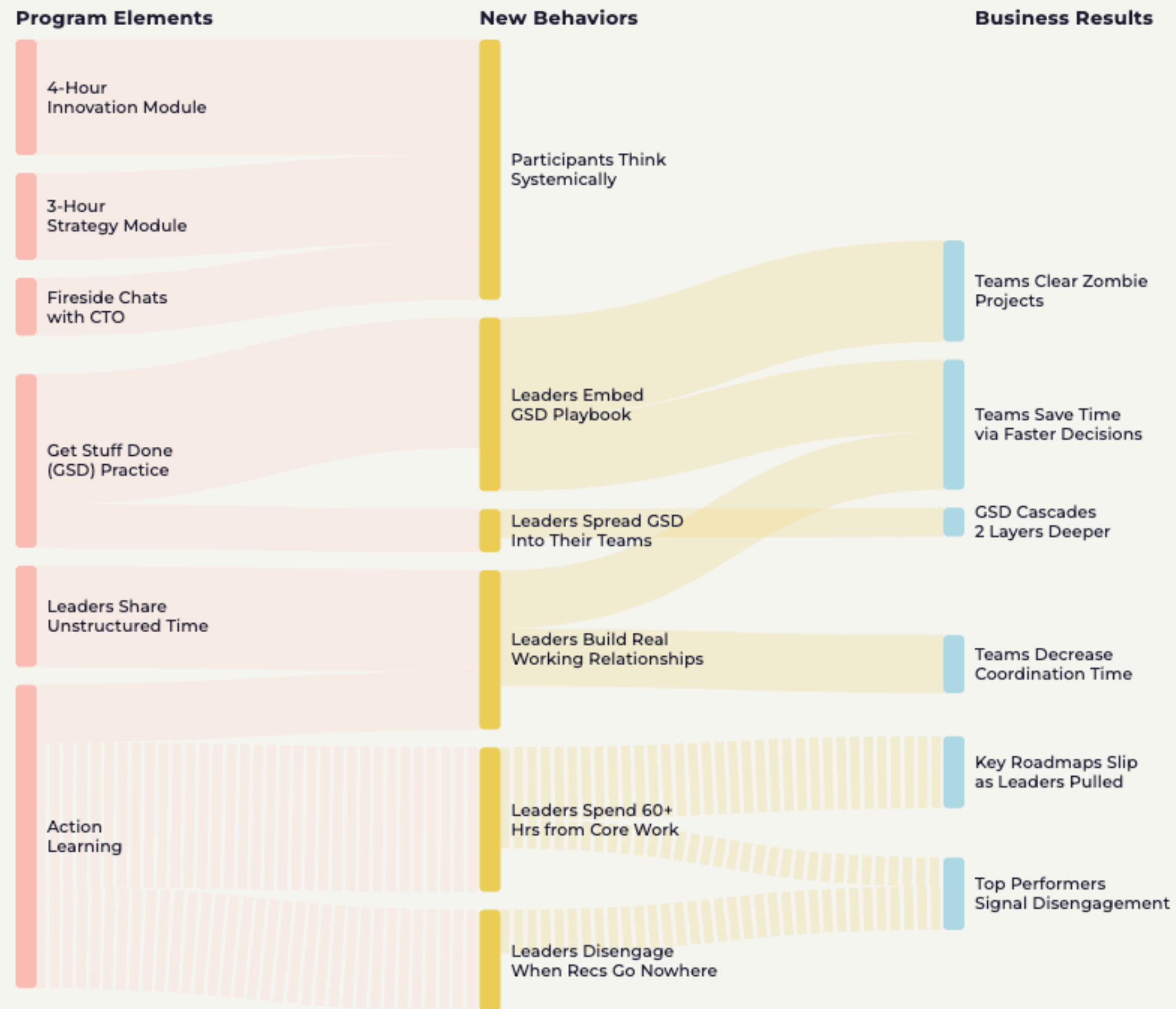
**207%**

Program cost: \$750K

MISSION ACCOMPLISHED

**48%**

Less than half achieved



## THE RESULTS

### What You Get Back

Every study ends with the full findings available in your lab. Accompanying the lab is a dedicated instance of Bigfoot, so you can interrogate the results, ask questions, and explore the data in ways that help you understand the situation and decide what to do next.

On the left is a simplified version of an impact evaluation. A large organization wanted to know whether its flagship leadership development program generated real behavioral change — and whether those changes led to outcomes that matter to the business. Bigfoot thinks in terms of causality. You can see program elements — the things built into the program — leading to behaviors, actions, and capabilities that would not have happened without them. Some of those behavioral changes lead to measurable business outcomes. In an impact evaluation, Bigfoot estimates the value of those outcomes so you can get a return on investment.

Every lab looks different depending on the nature of the study and the outcomes the client is after. We're designing the lab to be a rigorous analytic interface that doesn't require data analysts. Bigfoot helps you analyze, sort through, and make sense of everything the study produced.

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The real thing runs on voice.

Find a quiet space where you can talk, or throw some headphones on, and visit [bigft.com](https://bigft.com).

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