

The 4MAT Cycle

The 4MAT model was originally developed by Bernice McCarthy in 1980. It's a brilliant model for learning, communication and influence.



WHAT IF?

- What's next?
- What new results will we have?
- What else can we do with the results?
- What if it doesn't work?
- What else will we need?
- What if I tried this a new way?

HOW

- Establishes
 - timeframes
 - responsibilities
 - process
- How do I/we do this?
- How do we put all of this together?
- What actions do we need to take?
- Who do we need to get this done?

WHY

- Establishes
 - purpose and value
 - the overall objective
 - motivation
- Why is this important to me/us/others?
- Why should I pay attention to this?
- What's the risk of not doing this?

WHAT

- Discuss and Refine
- What information is available?
- What is it we're doing?
- What do I need to know?
- What's the reality?
- What's the opportunity?
- What are our options?