

**why**

**who**

**How**

**What**

# Goal

# Actors

# Impacts

# **Scope / Deliverables**



**The problem,  
not the solution**

**Primary**

**Secondary**

**Off-stage**

**Actors' behaviour  
change?**

**Help us to achieve goal?**

**Obstruct / prevent us  
from succeeding?**

**What can we do to  
support the required  
impacts?**