

IMPACT MAPPING

"Make an impact,
not just ~~ship software~~
train people."

Visualises assumptions

Three Roles

Role

Strategic planning

We need:

strategic goals

Role

Defining quality

We need:

agreement that purpose of
deliverables is to support
changes in actor behaviour

We need:

agreement on metrics that
express stakeholder
expectations for those
changes

Role

Roadmap management

We need:

agreement that our aim is
to achieve a business goal,
not deliver pre-set scope

We need:

frequent, iterative releases
to measure progress

We need:

agreement on metrics that
express stakeholder
expectations for the
central business goal