

IMPACT MAPPING

SETTING THE VISION

Before project start: Define the goal, acknowledge assumptions, and define success

During the project: Evaluate decisions for scope changes and verify the work is making the expected impact

Know when you're done with one experiment, and when it's time for another!

Define the purpose, radiate as a reminder for in-flight decisions, show the intended impact of the project work

WHY?

Why are we doing this project?

Make the goal
Specific
Measurable
Achievable
Realistic
Timely

Recursively follow the map back to the **goal** to be sure you're **staying on track**

*"If we achieve the goal / metrics with a completely different scope, **have we succeeded?**"* If "no," **RESTART**

WHO?

Who can help us reach our goal?

Who can produce our desired affect? Who can hinder it?

Group:
Primary: People who will use it
Secondary: People who will support us
Tertiary: Off-stage with an interest

Be as **specific** as possible

Consider using **Personas!**

HOW?

How do we want to change their behavior?

Focus on **how the actors can help you** – not everything they **COULD** do

Stuck? Try starting with an **existing behavior**, and **change it** slightly

Prioritize! Which behavior is **most likely to help** you reach your goal

Consider behavior that could **impede** you!

WHAT?

What can we do to support the change in behavior?

Iteratively follow the chain to put the "what" **in context**

Diversify tactics

Select "what's" you can **learn** from and **measure**

Keep the scope **survivable**: if the "what" doesn't work, the project shouldn't die

Conducting the Exercise

Establish **good metrics** early

AVOID Jumping levels as you walk the map

AVOID Too much detail

Keep your map to **one goal**. Chasing too many? **Split into milestones.**

Focus on impacts that support your goal

Find the **simplest way** to test an assumption – **explore non-technical** options

Time is **better spent on the goal, actors and impacts** than on the details of the "what's"