**Abstract:**

Impact mapping is a powerful practice that ensures we are delivering work that directly impacts our business goals and mission objectives. Our roadmaps and backlogs are usually littered with pet projects, squeaky wheels, and recent ad hoc items that gain priority just because they are the latest shot across our bow. Impact mapping gives us what we need to align our work in the most valuable way, stand firm knowing our real priorities, and fend off these common challengers.

Impact maps allow us to focus our work on those deliverables that move the needle the most, not just deliver features. This practice is a great way to communicate assumptions, create plans, and align stakeholders as well as aid in strategic planning, roadmap management, user story creation, and defining quality. Happily, Impact Mapping is also significantly less bureaucratic and much easier to apply than many alternatives.

This workshop will provide an appreciation for the power of Impact Mapping and walk you through building your own Impact Maps. You will learn techniques for creating Impact Maps as well as facilitating an Impact Mapping session. You will leave the workshop with a usable Impact Map of your current project, or other of your liking, that can bring immediate value to your road-mapping, backlog grooming, and software delivery. You will also leave with a set of User Stories created from the valuable content of your Impact Map so that you can immediately begin working according to your map.

**Learning Outcome**

Experience the beneficial exercise of creating your own Impact Map

See how this powerful practice fits in with the bigger picture of strategic planning and delivery

Learn how to facilitate an Impact Mapping session

Examine the actors, impacts, and deliverables that will make the greatest impact towards your top goal(s)

Learn how to prioritize your roadmap and create User Stories based on your Impact Map

**Intro (10 mins)**

Objectives and outcomes

What and why

Overview and example map

Quick look at the big picture

**Hands-on Impact Mapping (45 mins)**

Prepare Goals Section

Details around creating goals

Create Goals

Creating the skeleton map

Details around What

Create What – skeleton

Details around How

Create How – skeleton

Details around Who

Create Who – skeleton

Discover Alternatives Section

Extend the map through alternatives

Prioritize the Impact Map based on objectives and assumptions

Extend this to ordered roadmap and/or backlog

Create User Stories

**Additional Q&A (5 mins)**

Hands-on Mapping portion will also have lots of in-line Q&A