SEVATEC
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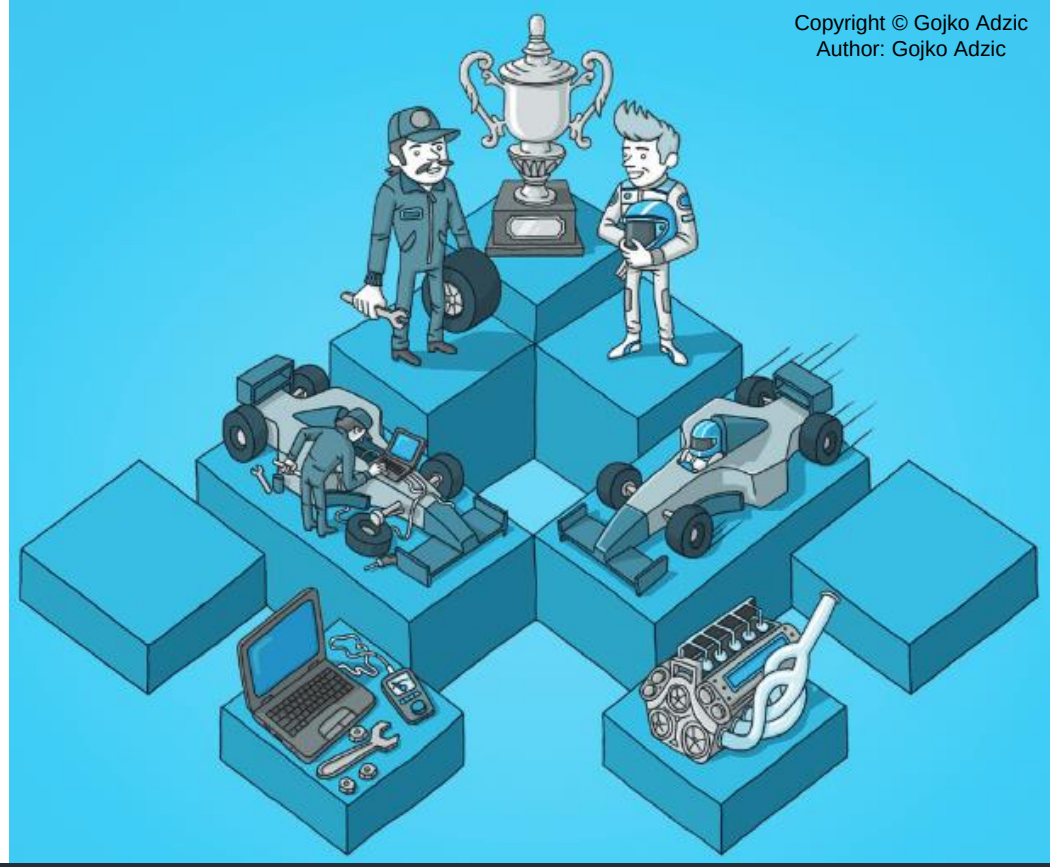
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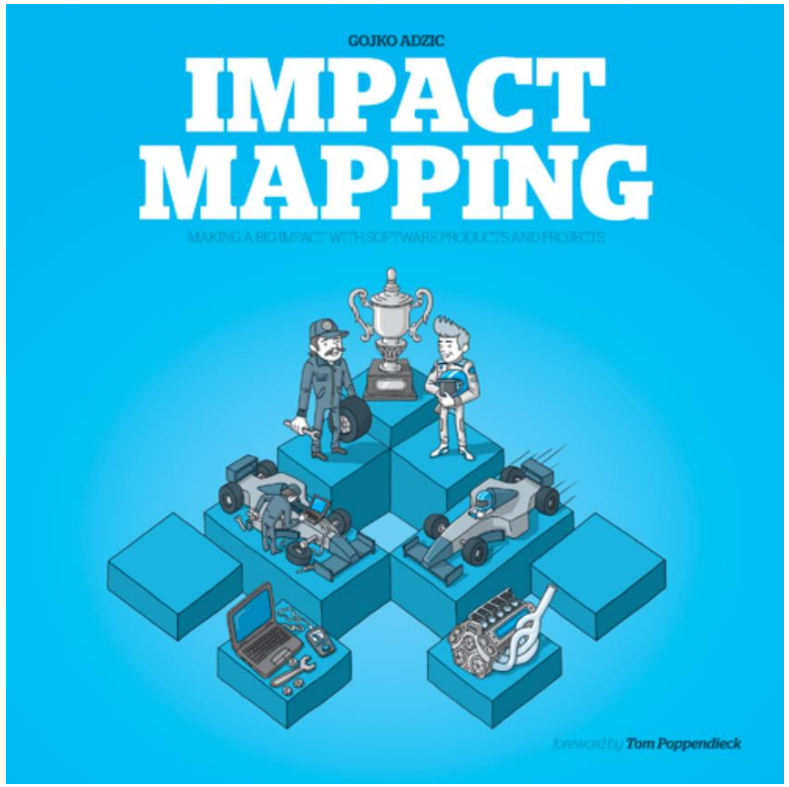
# Impact Mapping Workshop

Facilitated by John Hughes and Rachel Whitt

# What Is Impact Mapping



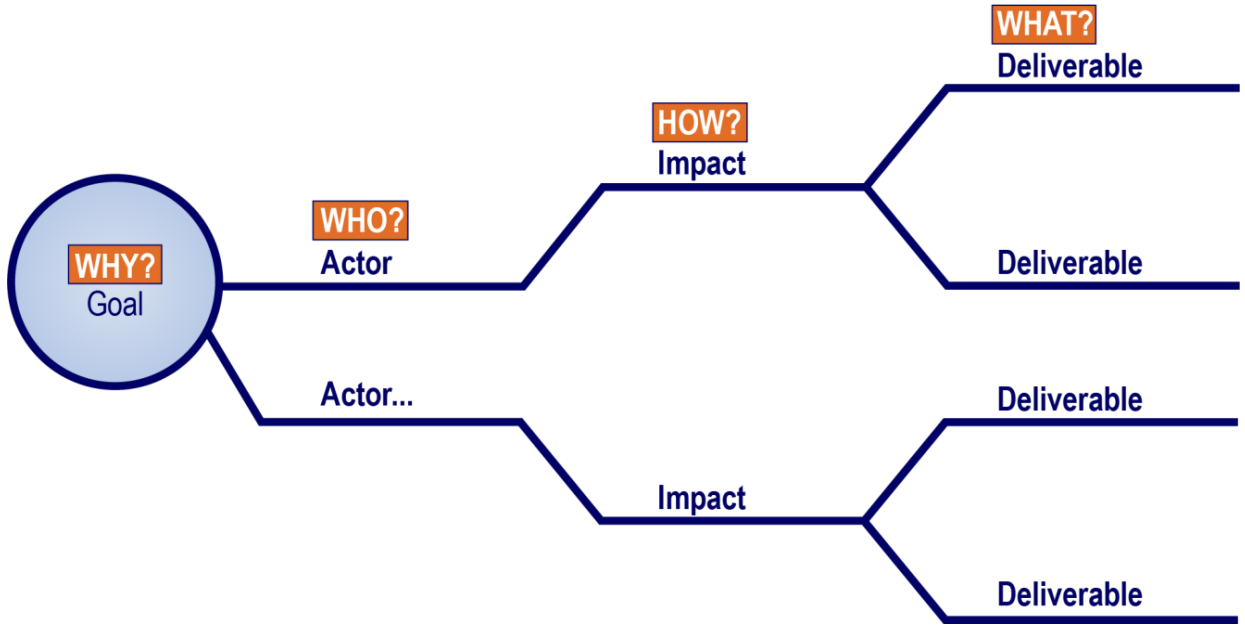
Gojko Adzic

Other Resources:
www.impactmapping.org
https://github.com/impactmapping/open-impact-mapping-workshop
https://www.impactmapping.org/book.html

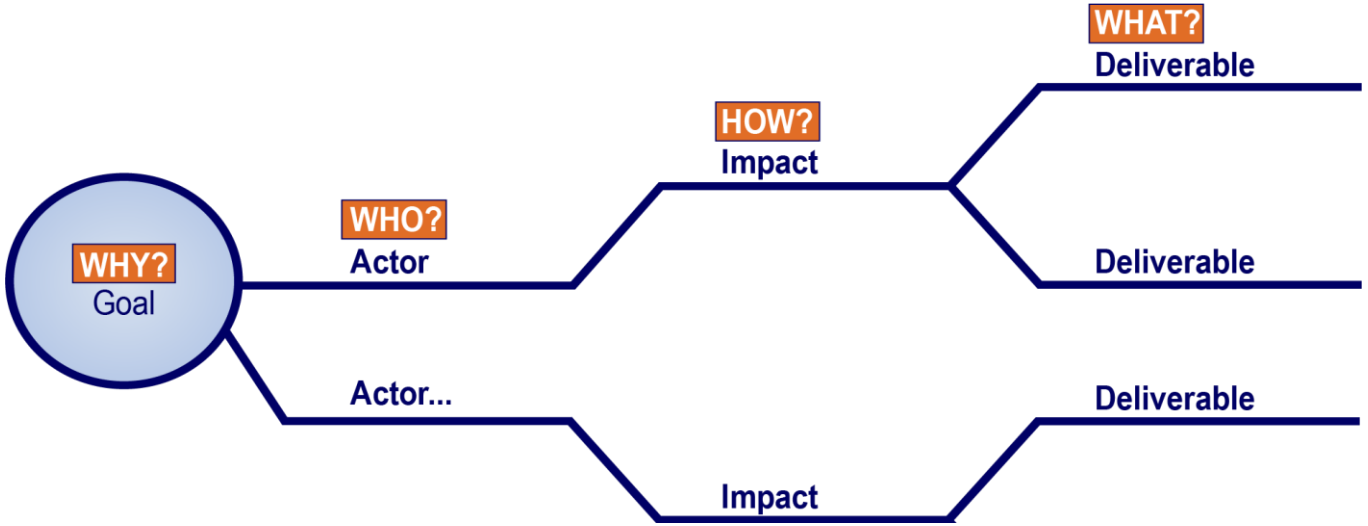
Impact mapping is a facilitated planning activity which helps key decision-makers determine what is most valuable and how to take action

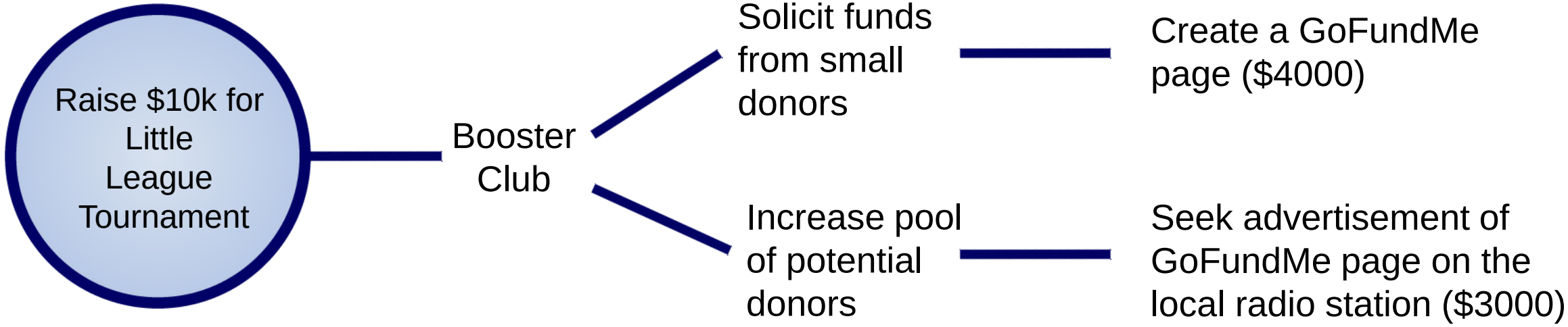
# Elements of an Impact Map

- Goal
  - Why are we doing this
    - Measurement – What amount of change do we desire to achieve
- Actors
  - Who will be impacted by this?
  - Who can help to achieve the goal?
  - Who can obstruct?
  - Who is a part of *building, consuming, or influencing* the solution
- Impacts
  - How will this impact the actor(s)?
  - How should their behaviour change?
  - How can they help?
  - How can they obstruct?
- Deliverables
  - What can we do/deliver to cause an impact
    - Measurement – What amount of change will this deliverable make towards our goal
      - We call this the *Projected Net Impact*

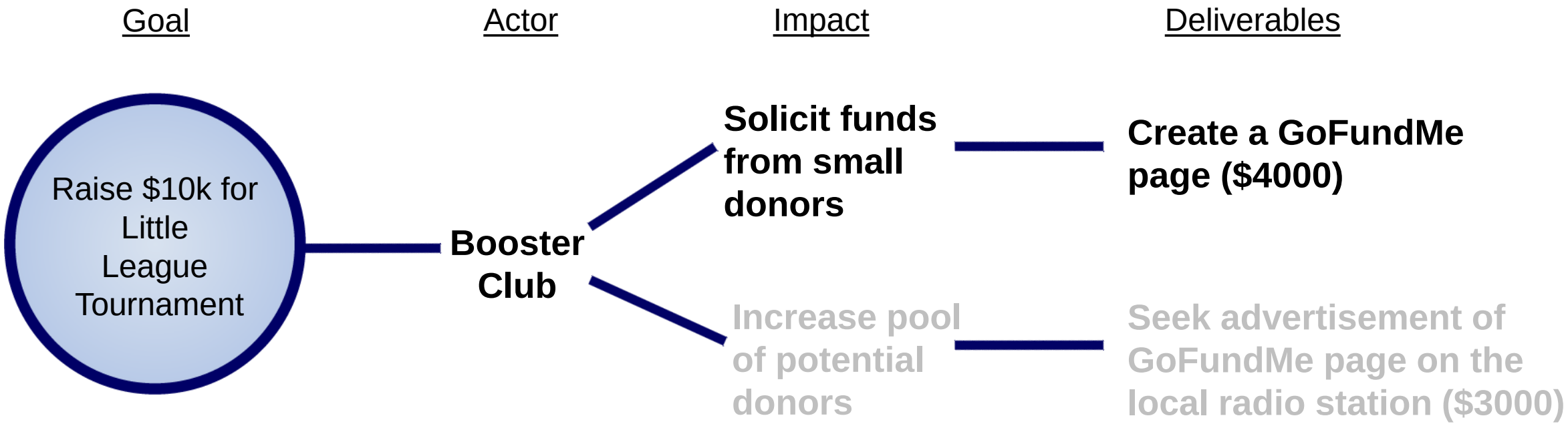


# Example of an Impact Map



# Create a User Story




User Story:

**As a** Booster Club member
**I will** create a GoFundMe page
**So that** I can solicit from small donors …*in order to* raise $10k for the Little League Tournament

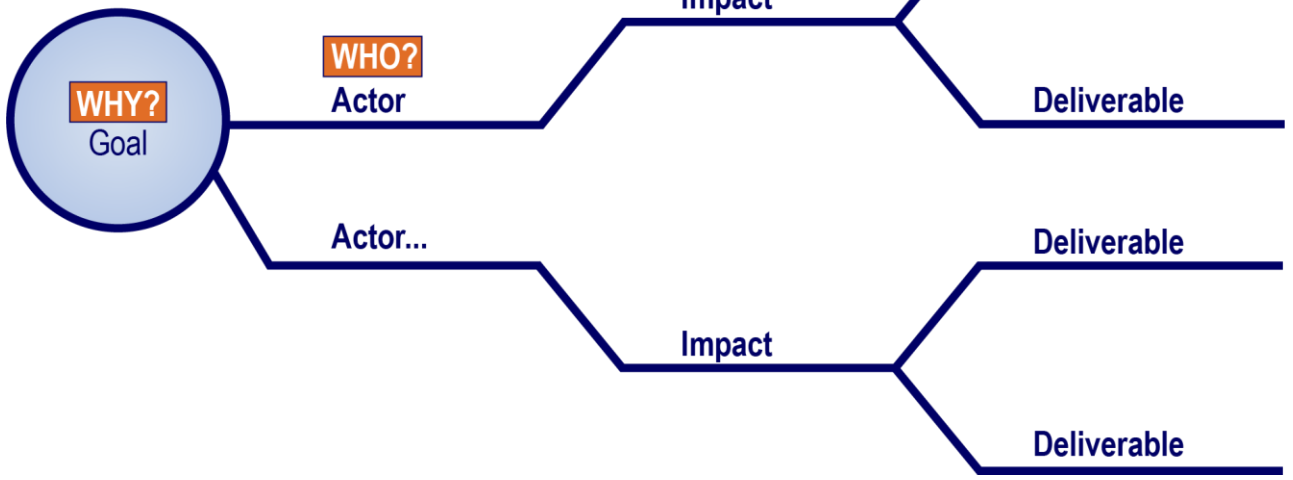
# Goal Creation and Projected Net Impact

Goal – Raise $10k for your kid's little league tournament

| Projected Net Impact (towards the goal) | $4,000.00 |
|---|---|

**Raise funds for little league tournament**

| Scale (what we measure) | Net gain in |
|---|---|
| **Benchmark** (what we have now) | $1,000.00 |
| **Constraint** (minimum acceptable value) | $8,000.00 |
| **Target** (desired amount) | $10,000.00 |



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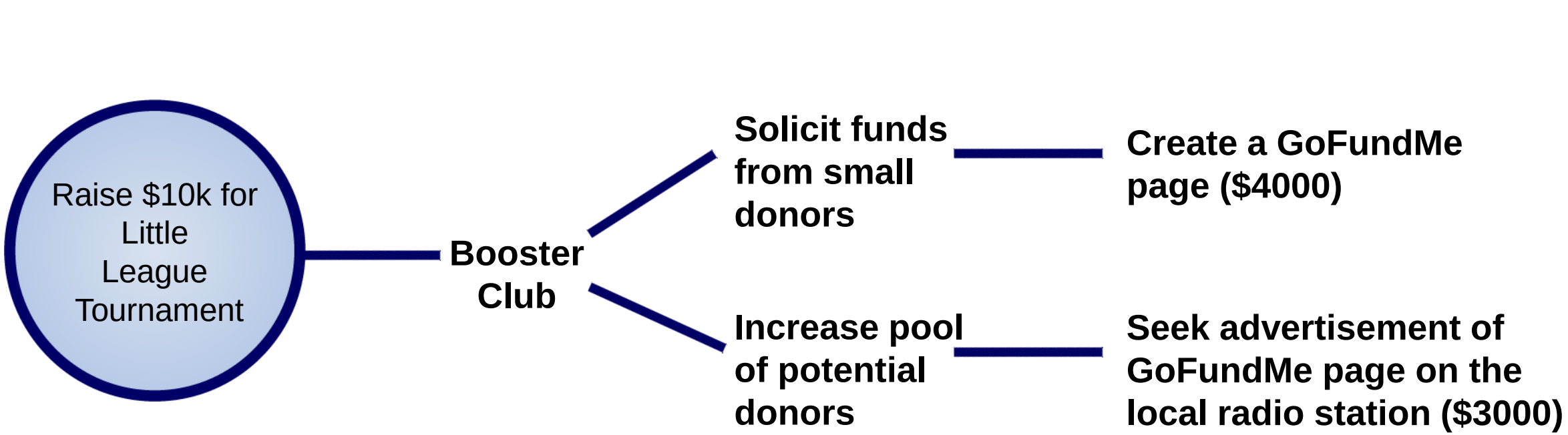
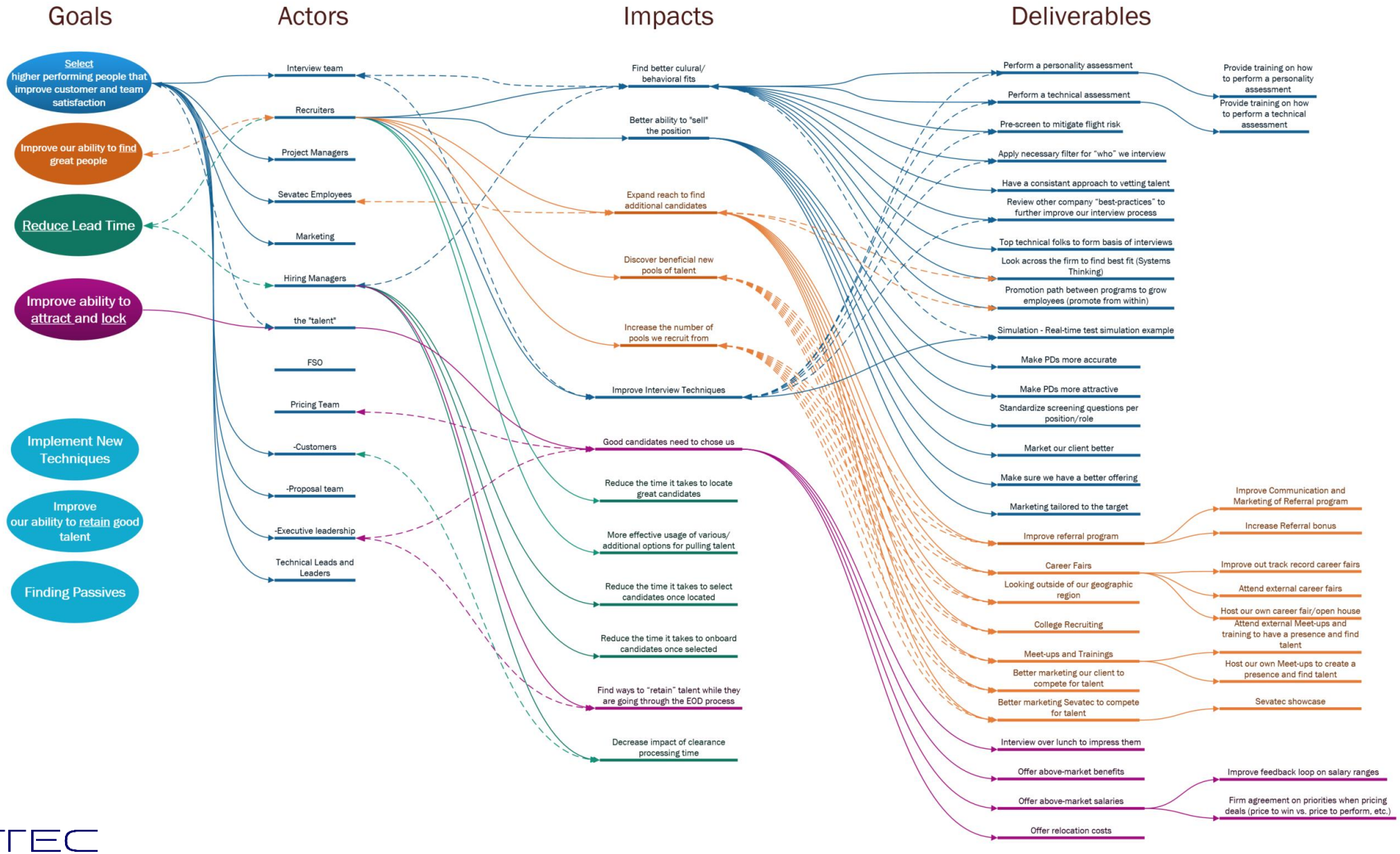



## Create a User Story

**As an** <actor>
**I will** <deliverable>
**So that** <impact>…*in order to* <goal>

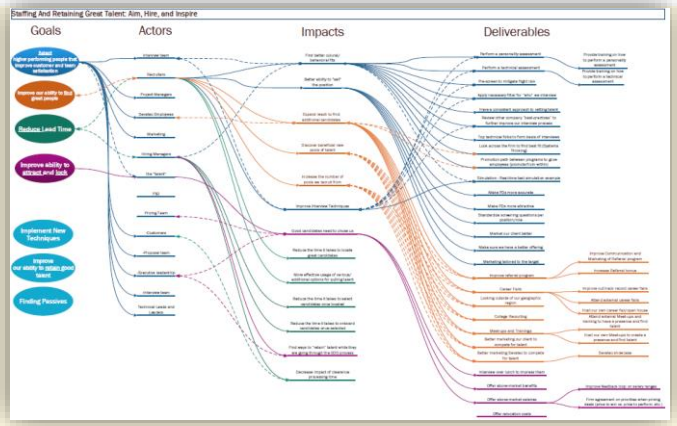
# Example Impact Map



# The Big Picture of How the Process and Tools Can Fit Together

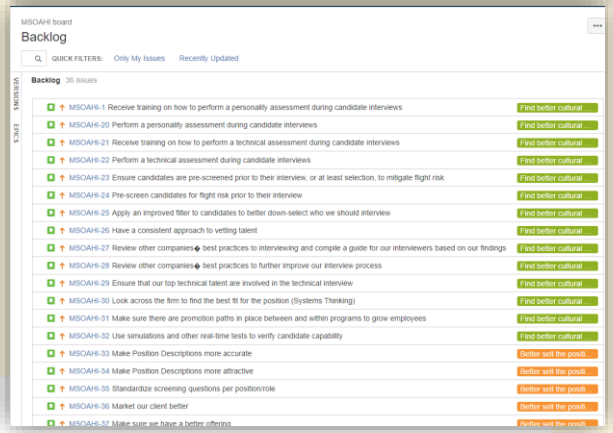
Goals and Objectives

Impact map to align actions to goals



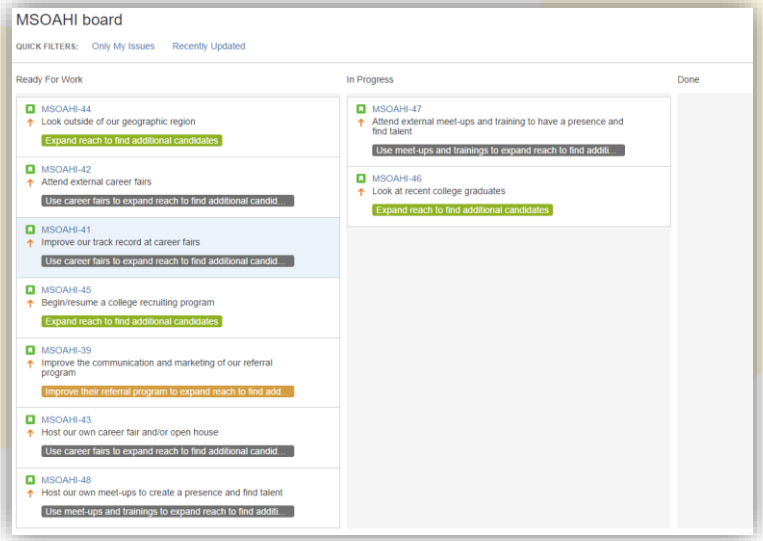

Backlog of user stories to persist and provide order

As a/an Recruiter and/or Hiring Manager
I want to attend external meet-ups and training to have a presence and find talent
So that Sevatec may use meet-ups and trainings to expand reach to find additional candidates
In order to improve our ability to find great people

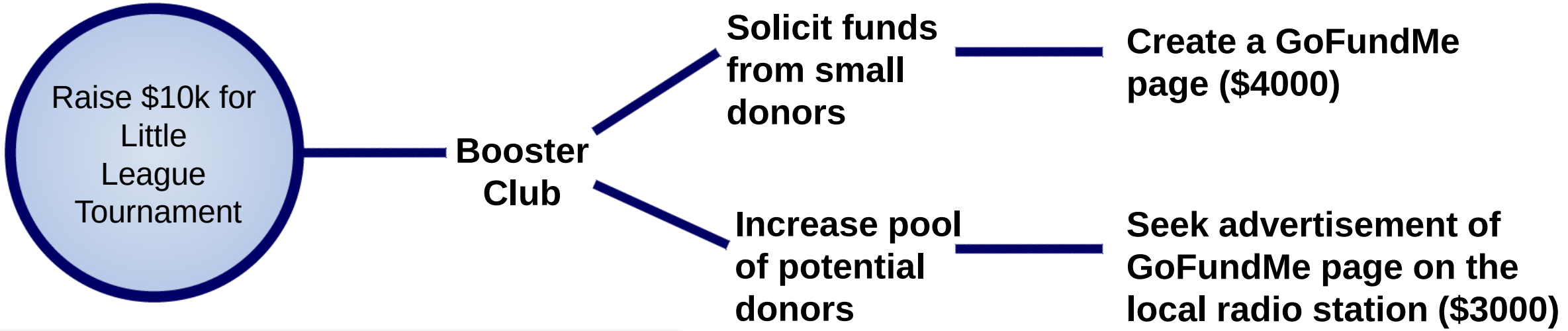



Dashboard to keep big picture goals and progress in sight

Kanban Board to manage near term effort



# Impact Mapping Workshop




**Raise funds for little league tournament**

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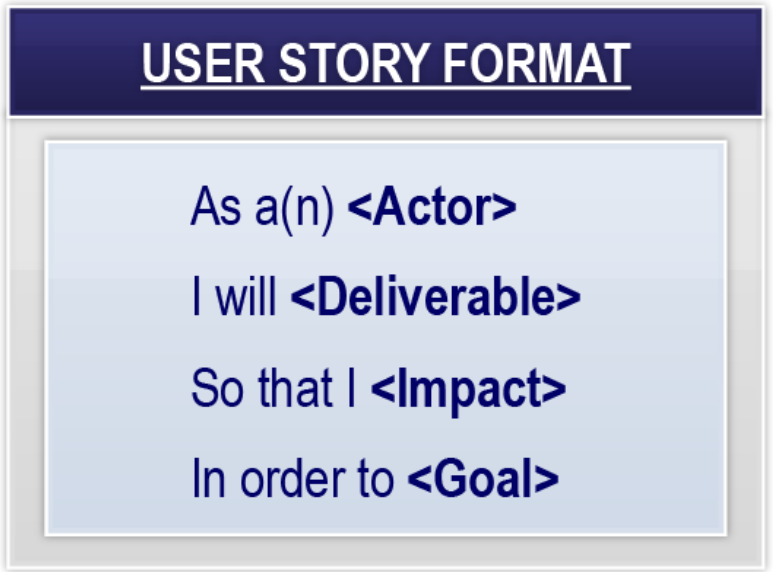
# Using Your Map

- Rank order your deliverables/stories
  - Typically best done by holding a discussion on those with the highest projected net impacts
- Create user stories for your threads
- Build a backlog of your user stories



# Let’s Hear What You Created

- Share a user story or two from your top threads
- Discuss opportunities to experiment with this practice in your organization

# Questions & Answers

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