Impact Mapping Workshop
Facilitated by John Hughes and Rachel Whitt
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

Raise $10k for Little League Tournament

**Goal**

**WHO?**
Actor

**WHAT?**
Deliverable

**HOW?**
Impact

- Solicit funds from small donors
- Increase pool of potential donors
- Create a GoFundMe page ($4000)
- Seek advertisement of GoFundMe page on the local radio station ($3000)
Create a User Story

**Goal:**
Raise $10k for Little League Tournament

**Actor:**
Booster Club

**Impact:**
- Solicit funds from small donors
- Increase pool of potential donors

**Deliverables:**
- Create a GoFundMe page ($4000)
- Seek advertisement of GoFundMe page on the local radio station ($3000)

**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

<table>
<thead>
<tr>
<th>Raise funds for little league tournament</th>
<th>Net gain in $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scale (what we measure)</td>
<td></td>
</tr>
<tr>
<td>Benchmark (what we have now)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Constraint (minimum acceptable value)</td>
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Projected Net Impact (towards the goal) $4,000.00
Create an Additional Thread

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<th>Deliverables</th>
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Create a User Story

Goal: Raise $10k for Little League Tournament

Actor: Booster Club

Impact:
- Solicit funds from small donors
- Increase pool of potential donors
- Seek advertisement of GoFundMe page on the local radio station ($3000)
- Create a GoFundMe page ($4000)

Create a User Story

As an <actor>
I will <deliverable>
So that <impact>…in order to <goal>
The Big Picture of How the Process and Tools Can Fit Together

Goals and Objectives
- Select higher performing people that improve customer and team satisfaction
- Improve our ability to find great people
- Reduce Lead Time
- Improve ability to attract and lock

Impact map to align actions to goals

Backlog of user stories to persist and provide order

Kanban Board to manage near term effort

Dashboard to keep big picture goals and progress in sight
Impact Mapping Workshop

Goal
Raise $10k for Little League Tournament

Actor
Booster Club

Impact
Solicit funds from small donors
Increase pool of potential donors

Deliverable
Create a GoFundMe page ($4000)
Seek advertisement of GoFundMe page on the local radio station ($3000)

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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

**USER STORY FORMAT**

As a(n) **<Actor>**

I will **<Deliverable>**

So that I **<Impact>**

In order to **<Goal>**
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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