

It's not the map, it's the mapping
activity



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Why is the act of mapping
more valuable than the map
itself?

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You create shared understanding and
empathy by punching holes
through organisational walls

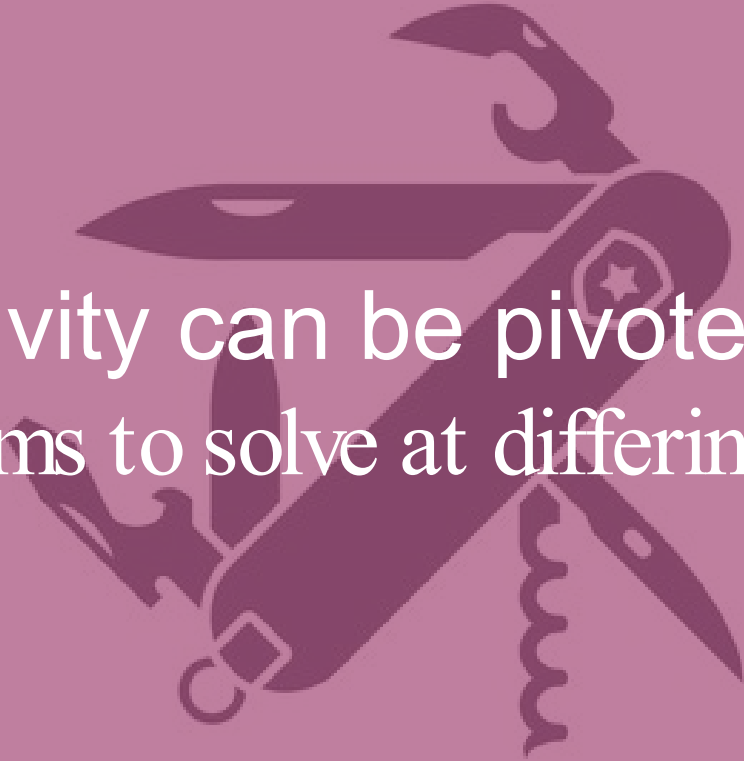
Why is the act of mapping more valuable than the map itself?



The transparency creates real clarity,
decisions are simplified
- things are or they are not

Why is the act of mapping more valuable than the map itself ?

The activity can be pivoted around diverse
problems to solve at differing scales



What's the most vital
ingredient ?

What's the most vital ingredient ?

The more diversity of thought, experience
knowledge the richer the mapping activity is

=

Higher quality output + Higher value of the outcome

Preparation

Tip 1

Keep it simple & make it meaningful



Explaining mapping to new mappers

*No simple step by step
guide*

*Evolution curve is
flipped*

hello darkness my old friend

Lots of elements

Doctrine

Climatic Patterns

Value Chains



Tip 1 : Keep it simple & make it meaningful

Use the reason you are mapping in the first place to design the workshop

Only use the parts that will help you get there and no more

Remember maps are living things - getting the first map on paper is a HUGE step

Tip 2

Make it more digestible & remove time sinks

Activity, technology or capability?

Do we need to have a precise scale on the axis!

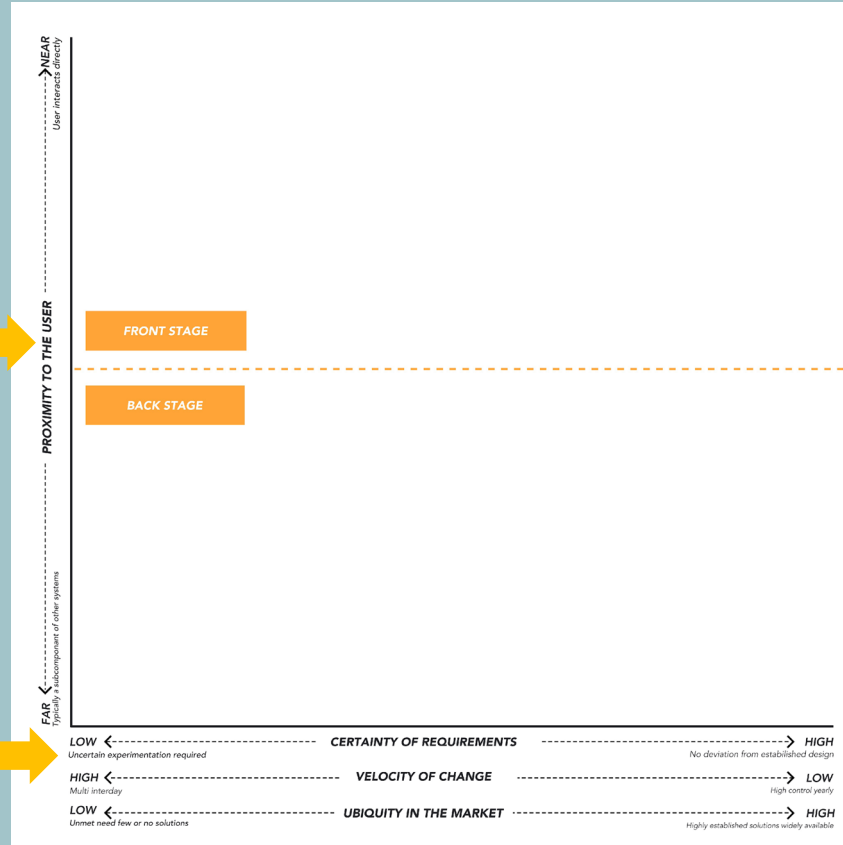
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Tip 2 : Make it more digestible and remove time sinks

Understand proximity to the user



Other questions to help positioning on evolution



Tip 2 : Make it more digestible and remove time sinks

Use a common currency that everyone understands

Embellish with anchors meaningful to the room to aid positioning

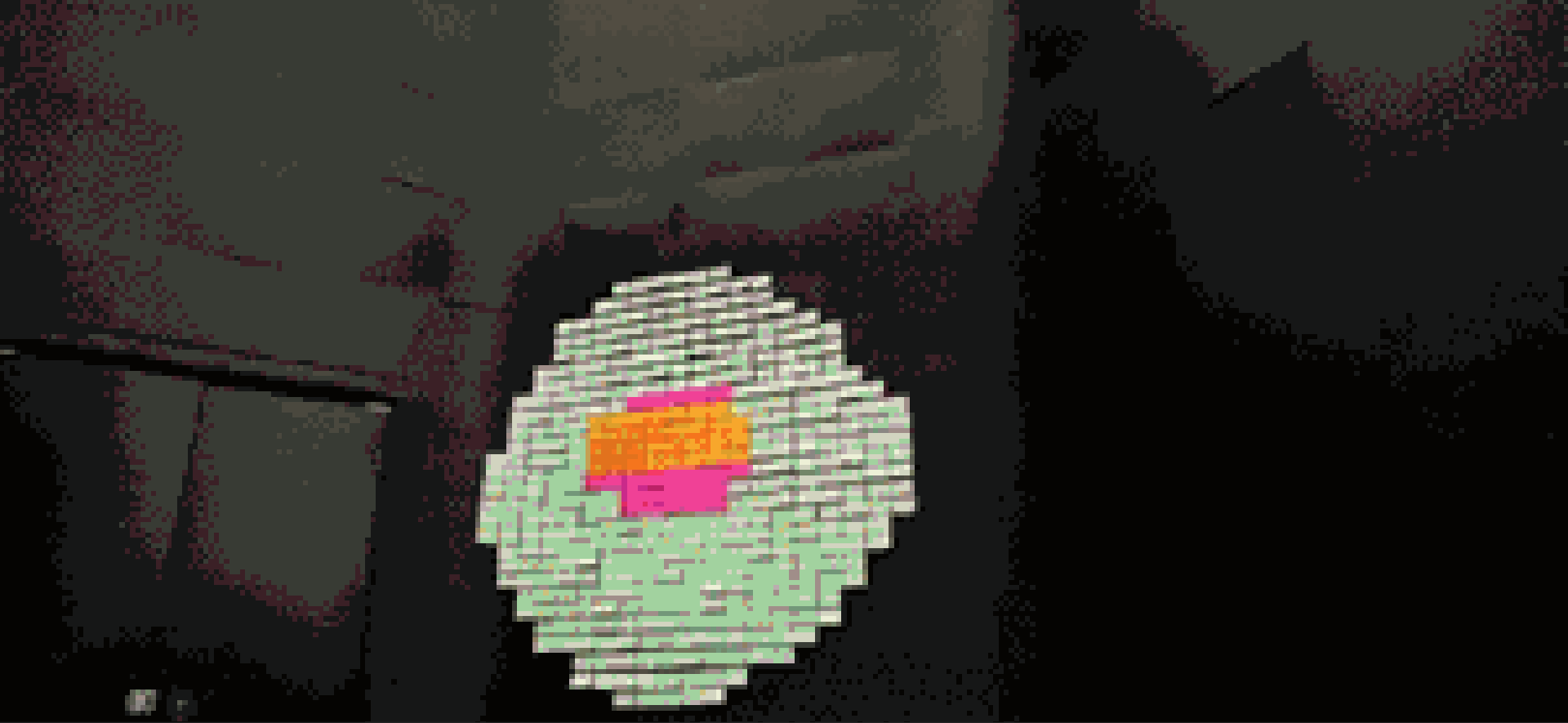
Mapping

Tip 3

The first 20 minutes are the hardest
Don't Panic



First 20 mins of my mapping workshop



Last 20 mins of my mapping workshop

Tip 3 : The first 20 minutes are the hardest - Don't Panic

The first 20 mins are hard, stick with it

The workshop will begin to run itself as participants collaborate, explore, ask questions and begin to map themselves

Aftermath



This is not uncommon

Marked positive difference to how participants collaborated after

The maps being used to drive debates and decisions

Other maps being created outside the room

Wrap up

When preparing understand your audience and don't be afraid to tweak to get the ball rolling

When mapping don't panic if its going slowly stick with it and it will run itself

After mapping make the outputs accessible so collaboration can continue

Thank you