

"What has never been questioned,  
has never been proven"  
- Denis Diderot -

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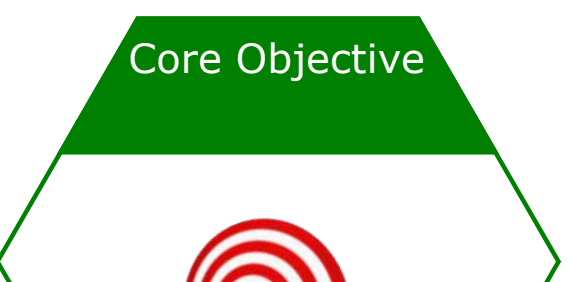
1. ....
2. ....
3. ....

Who can help or hinder us in achieving the objective?

Who

Why are we doing this? What is the purpose? What need of the customer or organization do we want to meet?

Why



Please share your experiences with this dialogue sheet with us.  
Send your experiences and feedback to remi-armand@connectivepartners.pro

## Impact Map - Dialoogwerkblad

### Improve the impact of your solutions

#### 1. Prepare

Make sure each team member has a marker to write on this worksheet.

Agree how much time you will spend on this worksheet (45 to 75 minutes is normal). Write down the resulting end time below:



#### 2. Structure

The mind structure mind map

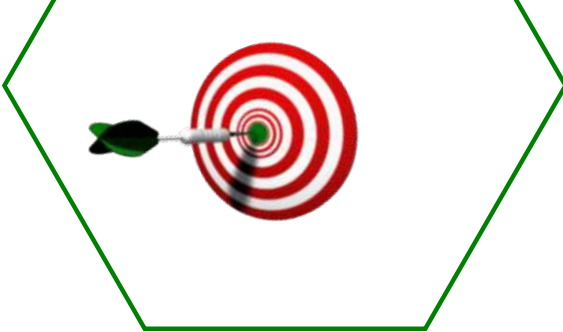
- What
- How
- need
- Why

The purpose of this worksheet is creating a common understanding of the objective we are pursuing and the behavioral changes needed to achieve that objective.



"To think creatively, we must be able to look afresh at what we normally take for granted."  
- George Kneller -





Huidig:  
Gewenst:  
Per wanneer:

Team: .....  
Datum: .....

**Structure**  
mind map in the middle of this worksheet shows the structure of an Impact Map. Discuss the structure of this mind map with each other.  
What do the terms Why-Who-How-What mean?  
How does it pay off to investigate a customer's needs according to this structure?  
Why exactly was this structure chosen?

"You almost always find what you expect, if you let your search be guided by your beliefs."  
- Bart Ehrman -

### 3. Determine the Core Objective

Discuss the purpose behind the customer need you want to address in this session.

- What problem do they want to solve?
- What change do they want to accomplish?
- What will the world look like when this is accomplished?

If the client asks for a solution (*What*), hang it to the right and then ask the questions above. Keep asking why questions until the core objective is clear. Write down this core objective on a sticky-note and place it to the left in the Impact Map above.

Remember to have the person reading the question also lead the discussion

### 4. First paths from Why to What

Write the key features, products or services (*What*) needed to meet the goal on sticky notes. Use one sticky note per feature, product or service. Place the sticky notes right in the Impact Map.

Next, collaboratively complete a *Why=>Who=>How=>What* path for one of the *What* notes. To do this, answer the following questions:

1. For what target audience (*Who*) are we delivering this?
2. What behavior change in them (*How*) will bring us closer to our goal?

For each answer to these questions, add a separate sticky-note to the Impact Map.



"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."  
- Steve Jobs -



"The most serious mistakes are the ones that are not made."

Place the goal on separate sticky-notes to the Impact Map above!

For one or two of these

your goal?

the Impact Map above!



### 5. Find Helpers (*Who*)

Collaboratively think about who you need to achieve the core objective. To do so, answer the following questions:

- Who can help us?
- Who can work against us?
- Who is our customer or end user?
- Who will make the decisions?

For each answer to these questions, add a separate sticky-note to the Impact Map above!

How much time do you have left? Is this enough?

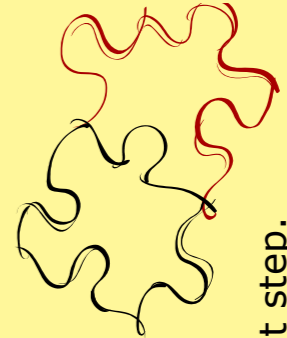


### 6. Determine the Desired Behavior Change (*How*)

Collaboratively select a *Who* note in the Impact Map to explore further. Who has the greatest impact on meeting the objective? Discuss how this *Who* can contribute to the objective.

- What is the desired (new) behavior?
- What behavior do we want instead of the current (undesired) behavior?

Repeat for the other *Who* notes. Continue until you can't think of anything else or it is time to move on to the next step.



### 7. Find ideas for

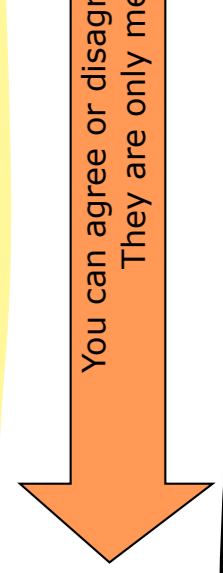
Collaboratively select further. Start with the impact on meeting

Discuss what you can behavior change each and place it in the *What* notes from step

Repeat for the other anything else or it's



"If we knew what we were doing, it wouldn't be called research."  
- Albert Einstein -



You can agree or disagree. They are only me

Most serious mistakes are not being made as a result of wrong answers. The true dangerous thing is asking the wrong question."  
- Peter Drucker -

"It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change."  
- Charles Darwin -

