

STRATEGIC MAPPING

About:

This method tries to get you a **strategic look** for **long/medium/short term decision making**. It works on any level, on either macro and micro scale. All findings are **speculative** and based on your **own assumptions**, which can be right or completely wrong. But it can help you to do more informed **decisions**.

Preparation	1.	What is your Problem/Idea/Technology?	2	
	2.	Is this method right for you?	3	
	3.	Potentials	4	■
	4.	Do-Map	5	■
Strategic Mapping	5.	Best/Worst Case Scenarios	6	
	6.	Matching Scenarios	7	
	7.	Status Quo & Goal Areas	8	
	8.	No-Go Areas	9	
	9.	Mapping Scenarios	10	
	10.	Scenario Pair ₁	11	
	11.	Scenario Pair ₂	12	
	12.	Scenario Pair ₃	13	
	13.	Financial Mapping	14	
	14.	PR Mapping	15	
	15.	Comparing Scenarios	16	
	16.	Create Futures	17	■
Implementation	17.	Step Refinement	18	■
	18.	Go Digital	19	■
	19.	Master Strategy	20	■
	20.	What to do with Wild Cards/Black Swan events	21	■

1. Is this method right for you?

Strategic Mapping can have a very long tail.

As it is a serious investment of time and energy, you should be sure, if this is worth doing.

1.a OMPIC

If you can answer these questions with yes you should proceed:

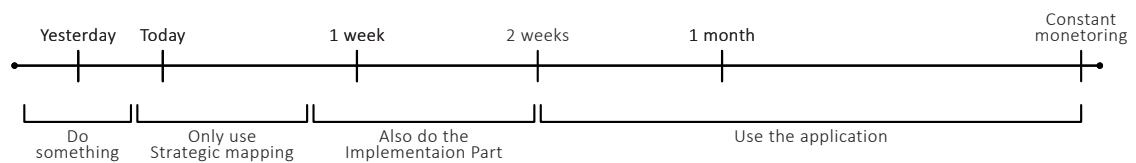
Yes / No

- ☐ ☐ Do you **own** influence over the topic? (Can you actually change something?)
- ☐ ☐ Do you have the **motivation** to work on this topic?
- ☐ ☐ Is this a topic you are **passionate** about?
- ☐ ☐ Can you **imagine** the topic to develop?
- ☐ ☐ Is there a **Champion**, who will realize the proposed solutions at the end?

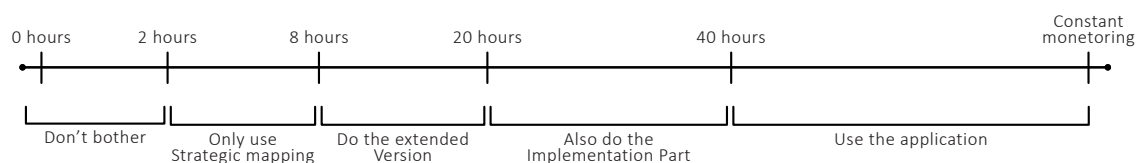
1.b Timing

Is it the right time to do this process?

When do you need the solution?

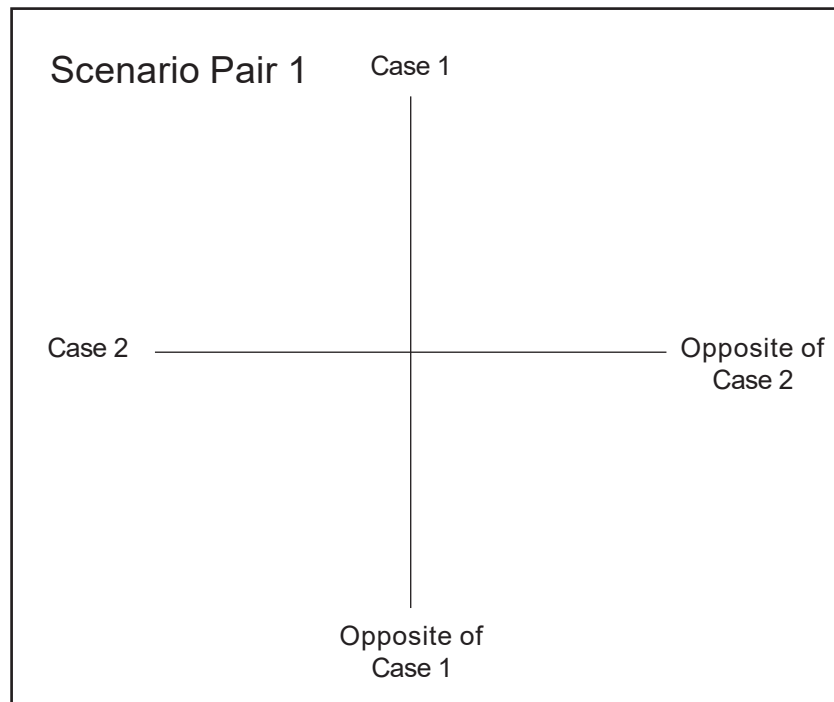


How much time do you want to invest in this?



6. Matching Scenarios

6.a In the following pages you will find three XY Tables in which you can put into the scenarios pairs as seen here:

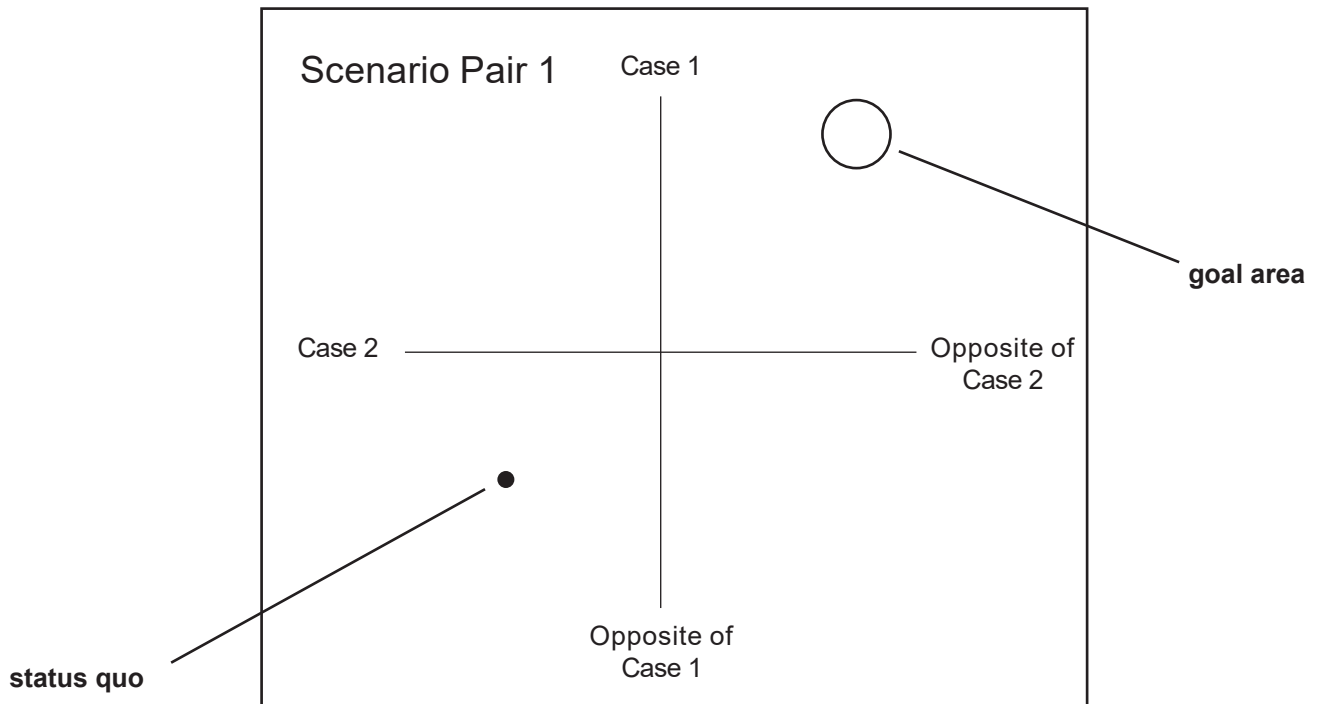


6.b Choose and use 3 Colors representing every Scenario Pair.

7. Status Quo & Goal Areas

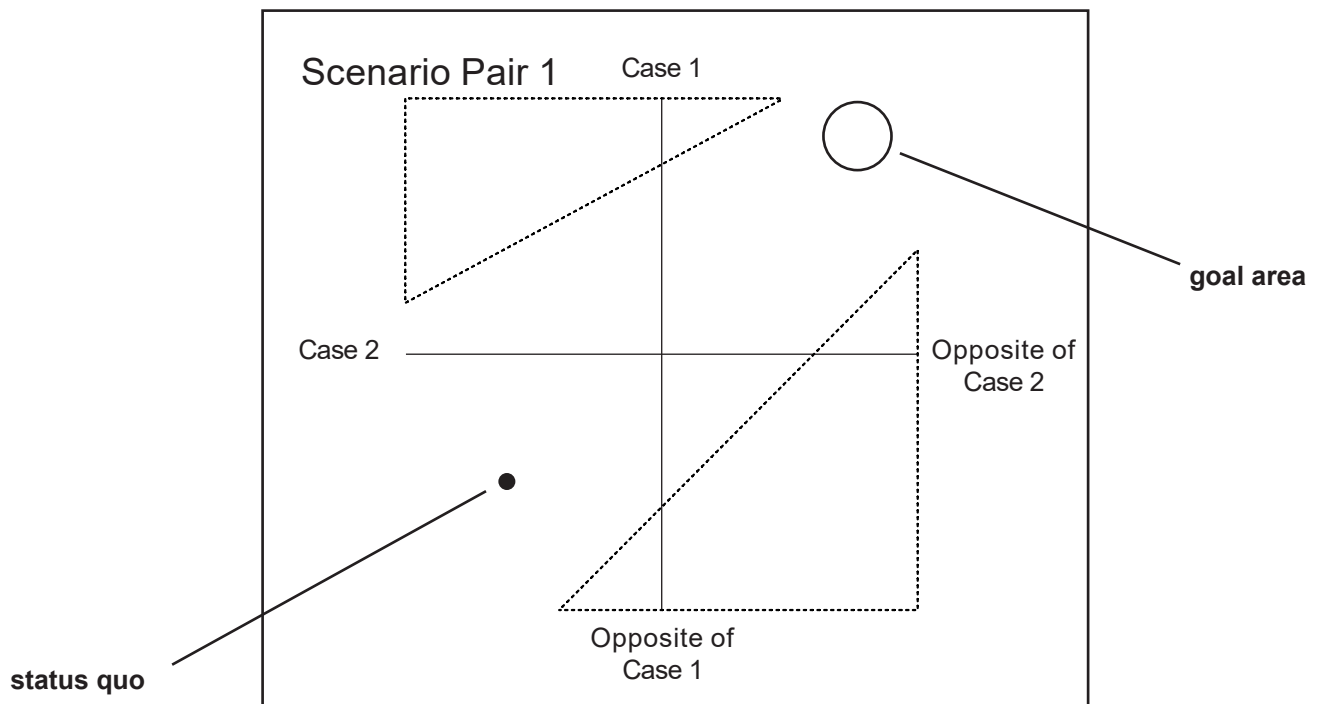
6.c Map the status quo and the goal area.

Remember that this is speculative and it is your own estimation and based on your experience.



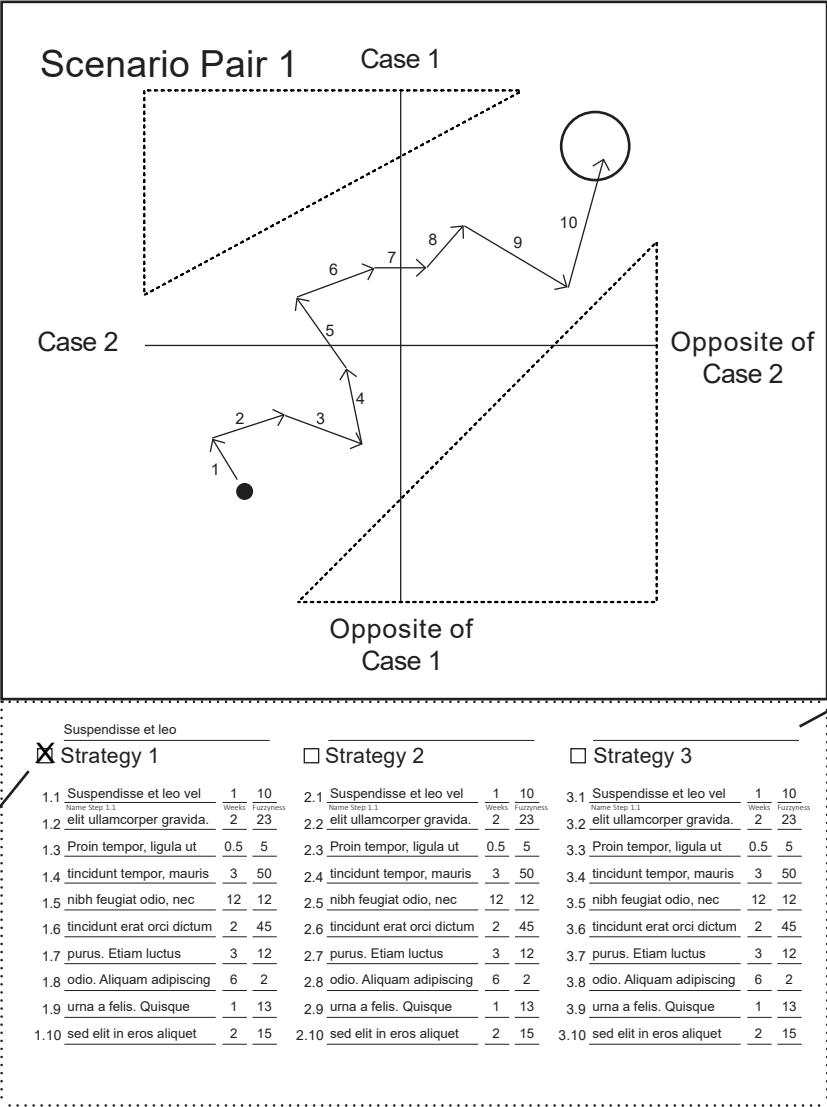
8. No-Go Areas

Putting No-Areas into your map should help to avoid going somewhere, where you don't want to. Also this gets important once Fuzziness becomes part of the calculation.



9. Mapping Scenarios

Choose and use **3 Colors** representing every Strategy.
After you done the prior step for every Scenario Pair, you try to find sequential steps to get to the **goal area**.
Write **short descriptions** to the correlating number which each step is.
Also add the **estimated time** it will take to do the step in **Weeks**.
The **Fuzzyness** describes how sure you are with your estimation in **percent**.



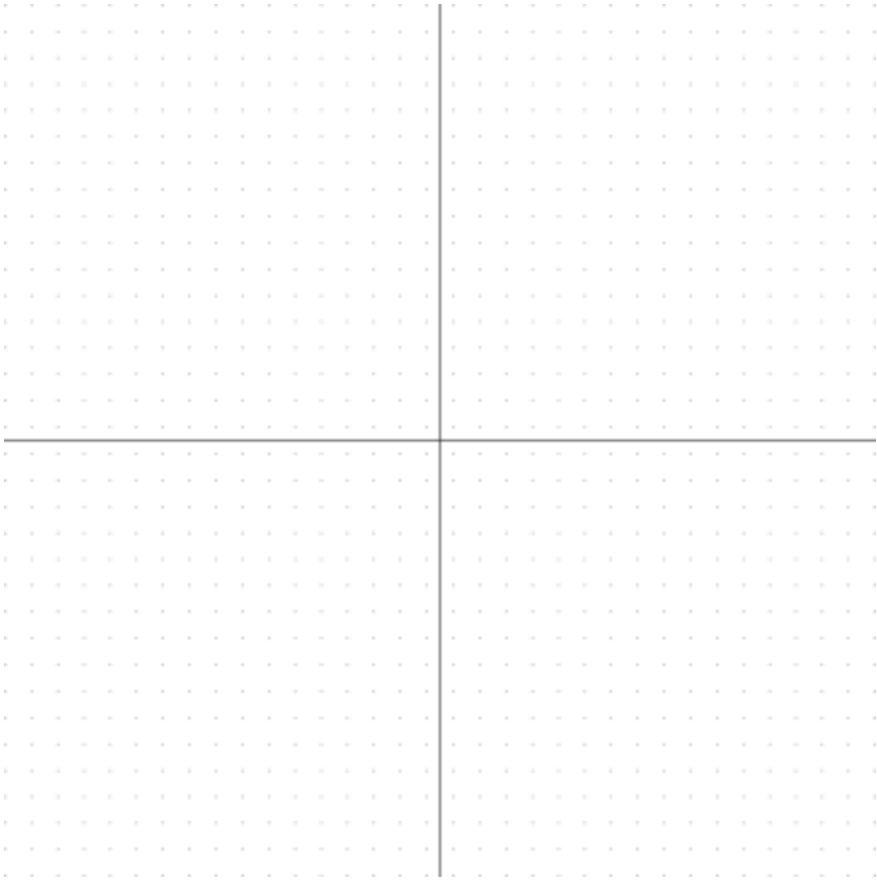
8.a 1. Use to mark
8.b the colour

8.c 2. Use to give a the
8.d strategy a name

If you need more or less steps then 10, just add rows or leave them free.
The length of the arrows is speculative too and should use the raster.
Remember that this is speculative and **it is your own estimation** and based on your experience.

10. Scenario Pair 1

Case 1



Case 2

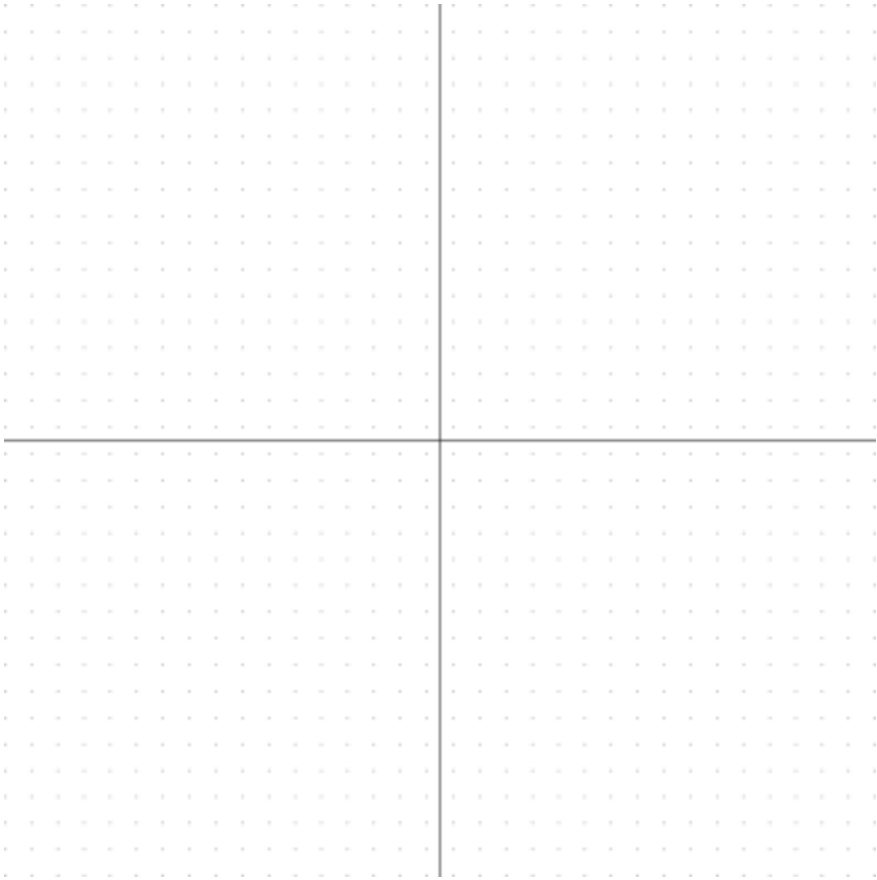
Opposite of Case 2

Opposite of Case 1

Cut me

11. Scenario Pair 2

Case 1



Case 2

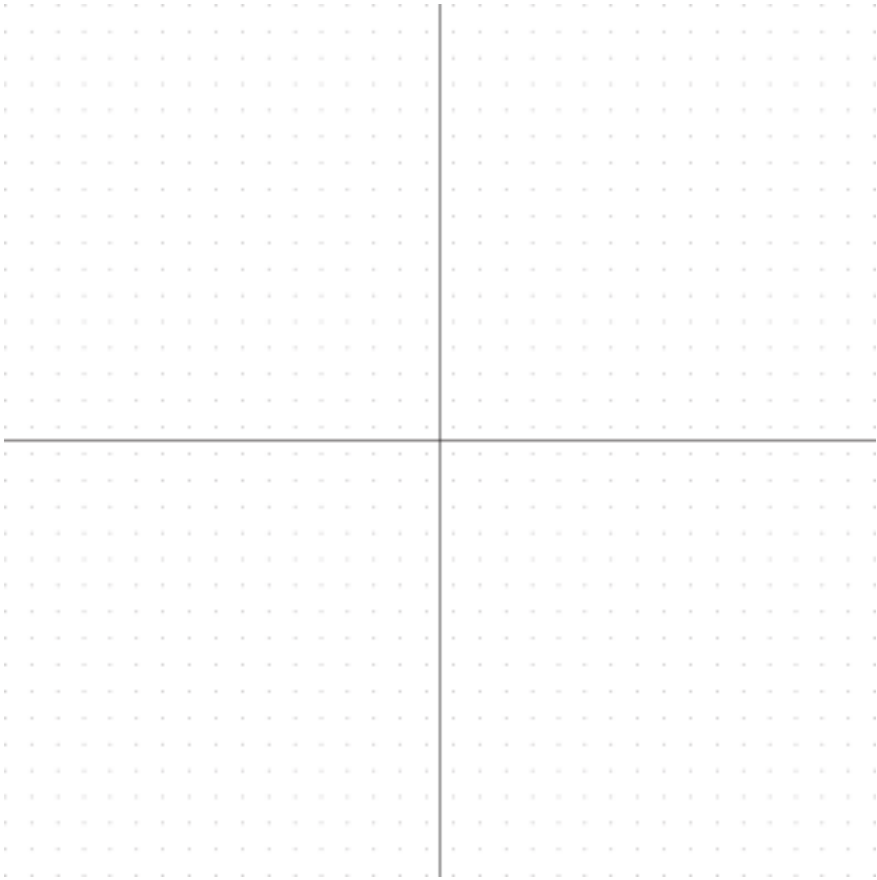
Opposite of Case 2

Opposite of Case 1

Cut me

12. Scenario Pair 3

Case 1



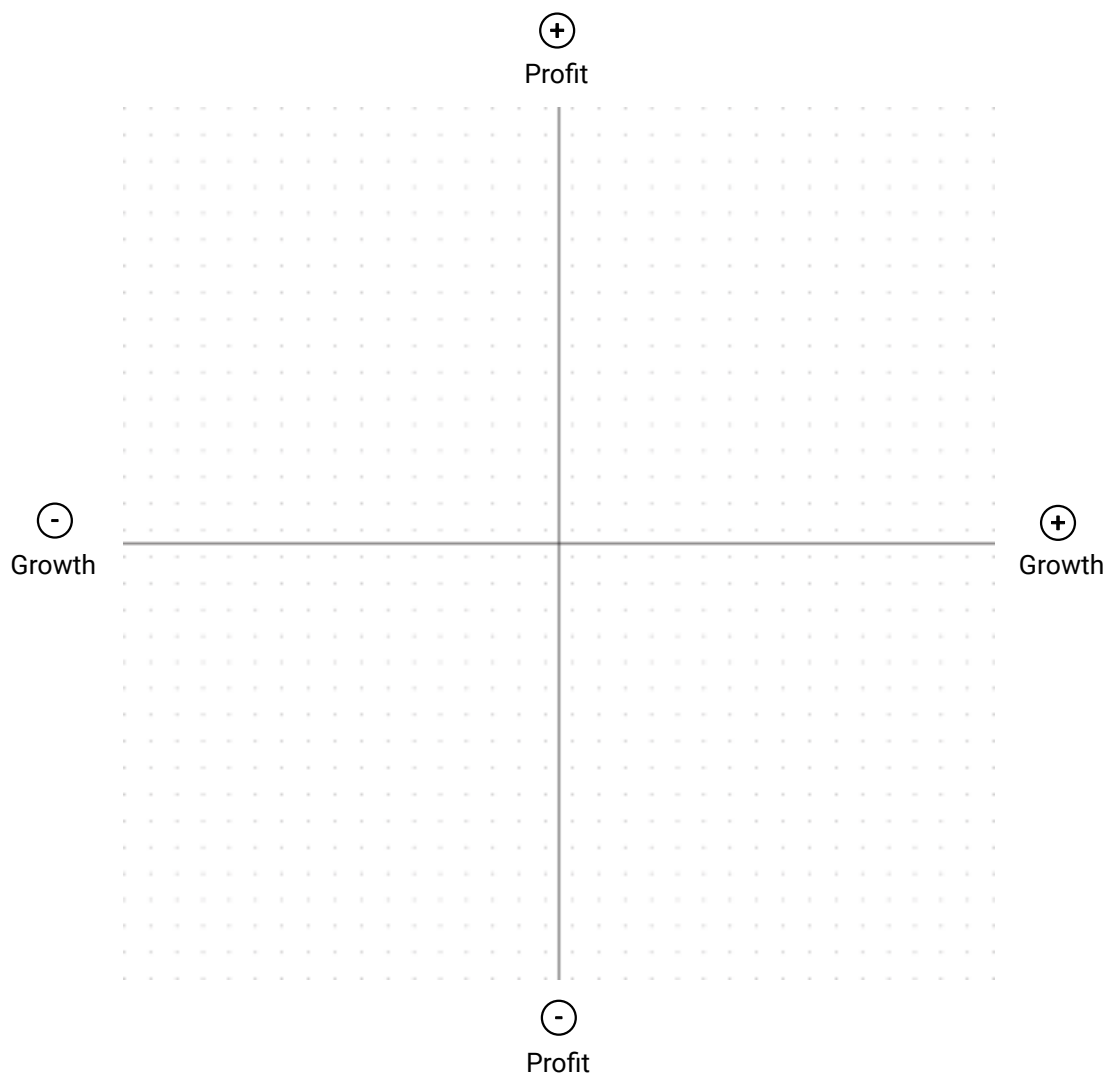
Case 2

Opposite of Case 2

Opposite of Case 1

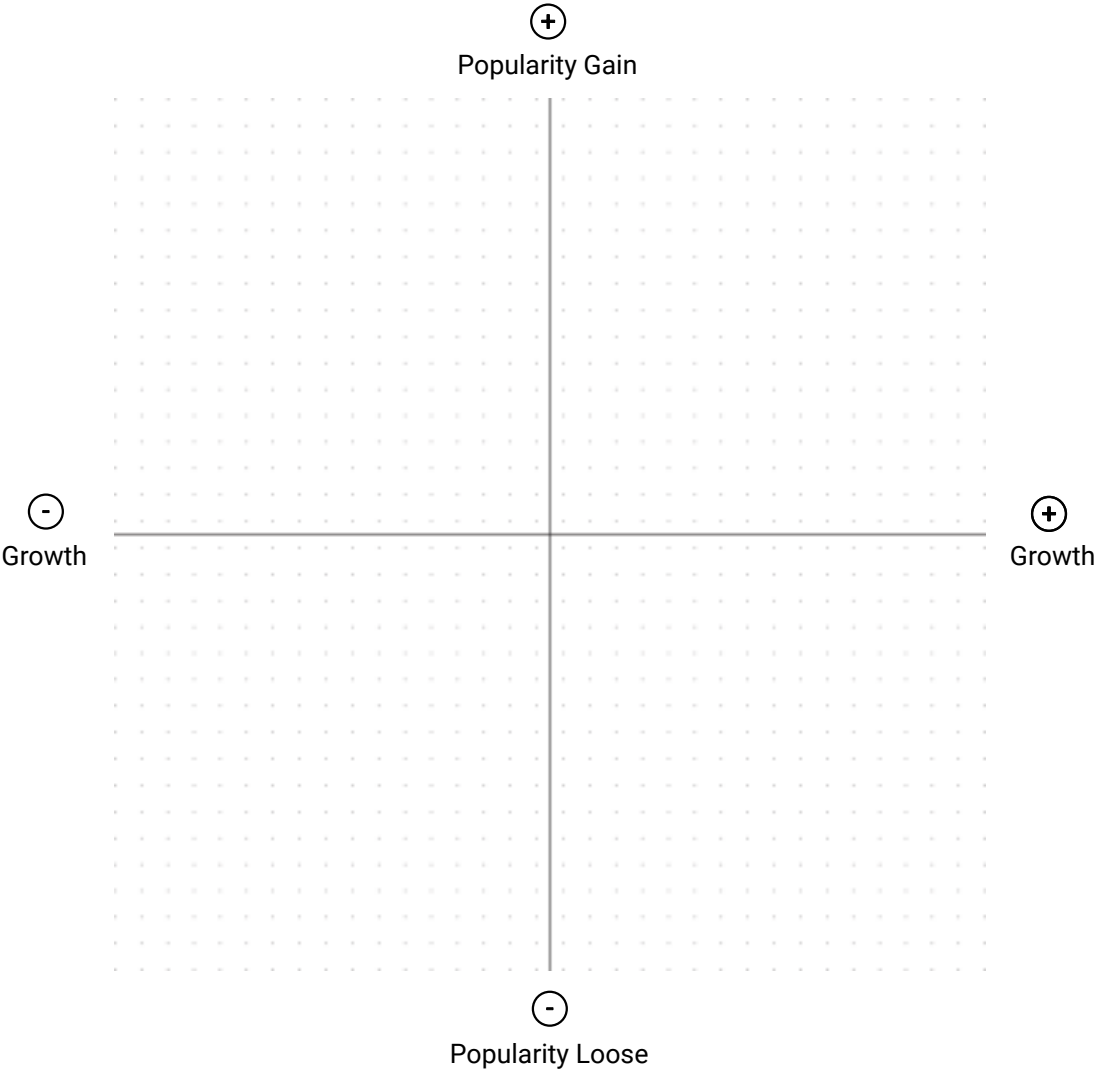
Cut me

13. Financial Mapping



Cut me

14. PR Mapping



☐ _____
Name Strategy 1

☐ _____
Name Strategy 2

☐ _____
Name Strategy 3

- | | | | |
|------|---------------|-------|-----------|
| 1.1 | _____ | _____ | _____ |
| | Name Step 1.1 | Weeks | Fuzzyness |
| 1.2 | _____ | _____ | _____ |
| 1.3 | _____ | _____ | _____ |
| 1.4 | _____ | _____ | _____ |
| 1.5 | _____ | _____ | _____ |
| 1.6 | _____ | _____ | _____ |
| 1.7 | _____ | _____ | _____ |
| 1.8 | _____ | _____ | _____ |
| 1.9 | _____ | _____ | _____ |
| 1.10 | _____ | _____ | _____ |

- | | | | |
|------|---------------|-------|-----------|
| 2.1 | _____ | _____ | _____ |
| | Name Step 1.1 | Weeks | Fuzzyness |
| 2.2 | _____ | _____ | _____ |
| 2.3 | _____ | _____ | _____ |
| 2.4 | _____ | _____ | _____ |
| 2.5 | _____ | _____ | _____ |
| 2.6 | _____ | _____ | _____ |
| 2.7 | _____ | _____ | _____ |
| 2.8 | _____ | _____ | _____ |
| 2.9 | _____ | _____ | _____ |
| 2.10 | _____ | _____ | _____ |

- | | | | |
|------|---------------|-------|-----------|
| 3.1 | _____ | _____ | _____ |
| | Name Step 1.1 | Weeks | Fuzzyness |
| 3.2 | _____ | _____ | _____ |
| 3.3 | _____ | _____ | _____ |
| 3.4 | _____ | _____ | _____ |
| 3.5 | _____ | _____ | _____ |
| 3.6 | _____ | _____ | _____ |
| 3.7 | _____ | _____ | _____ |
| 3.8 | _____ | _____ | _____ |
| 3.9 | _____ | _____ | _____ |
| 3.10 | _____ | _____ | _____ |

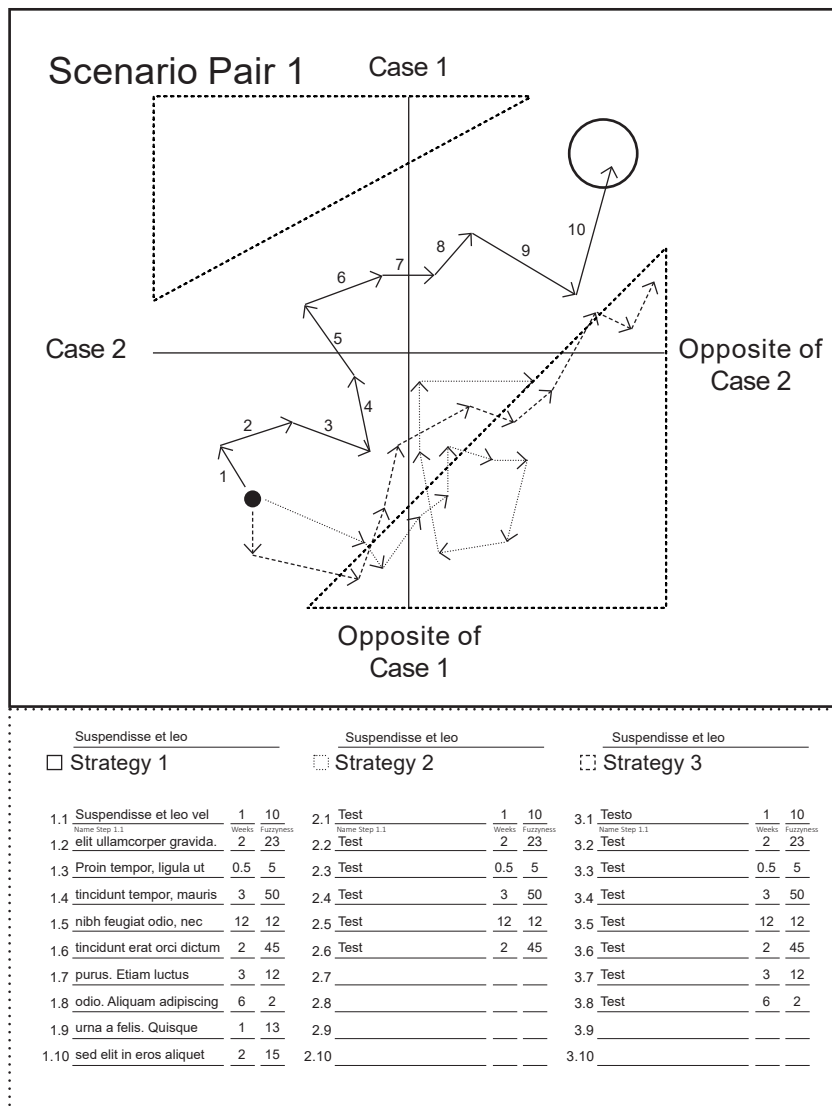
15. Comparing Scenarios

After you done the prior step for every ScenarioPair, go back to every Scenario Pair and plot the actions from the other Scenario pairs into the every other Scenario-Pairs.

See if there are Steps in the other Strategies which could be usefull in other Strategies.

The length of the arrows is speculative and should use the raster.

Remember that this is **speculative** and **it is your own estimation** and based on your experience.



Well done. The first Chapter is finished.

In the next chapter you can see which Strategy gives you the best results in every Scenario Pair. The Strategy which gives you the most success will be further developed.