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This handbook is a practical guide to impact mapping, a simple yet incredibly effective method for collaborative strategic planning that helps organisations make an impact with software. Impact mapping helps to create better plans and roadmaps that ensure alignment of business and delivery, and are easily adaptable to change.

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Impact Mapping is an extremely helpful yet (kind of) simple method to explore options on a high level perspective and support decision making. It will help you keep a big picture (of your project or product development) in mind, while making rational decisions and planning experiments in order to get the biggest/fastest business value.

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So that was our brief introduction to Impact Mapping. More on that you can read in this wonderful book called "Impact Mapping Making a Big Impact with Software Products and Projects" by Gojko Adzic. This technique works perfect bundled with Personas and Customer Journey Mapping. Use them together so you can keep both front and back end of your business intact.

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Impact mapping does, and because of that it helps teams to make better decisions in rapidly changing environments such as IT. The visual nature of this method also facilitates effective meetings and supports big-picture thinking, which provides organisational alignment.

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Creating an impact map Preparation step 1: Discover real goals Preparation step 2: Define good measurements Preparation step 3: Plan your first milestone Mapping step 1: Draw the map skeleton Mapping step 2: Find alternatives Mapping step 3: Identify key priorities Mapping step 4: Earn or learn

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Impact mapping is an established, general tool for strategic business planning: •It helps the team to focus on delivery by setting deliverables in the context of impacts they are supposed to achieve. It restricts an initiative to the least essentials by prioritizing impacts and deliverables.

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