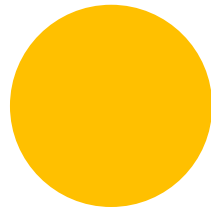
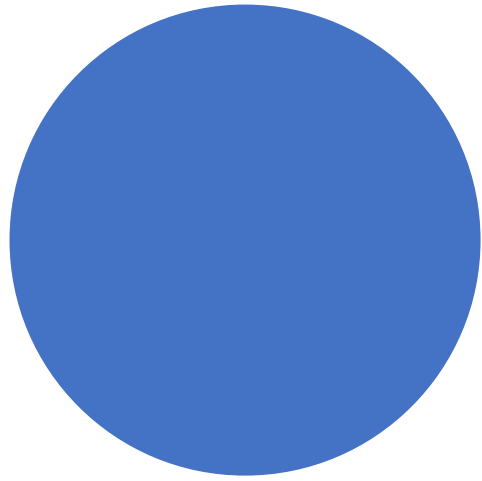




While we gather

Discuss the impact of Social media on the
world, and the people in it



Colleen Esposito

Agile Coach



Principal Founder



Beyond Prioritization

– How to make an
Impact for your
customers



@thecolleene

A fluffy orange cat is lying on its side on a teal-colored surface, possibly a bedsheet. The cat's eyes are closed, and it appears to be sleeping or resting. Its fur is thick and orange with some white patches on its chest and paws. The background is a solid teal color.

There's danger in staying comfortable

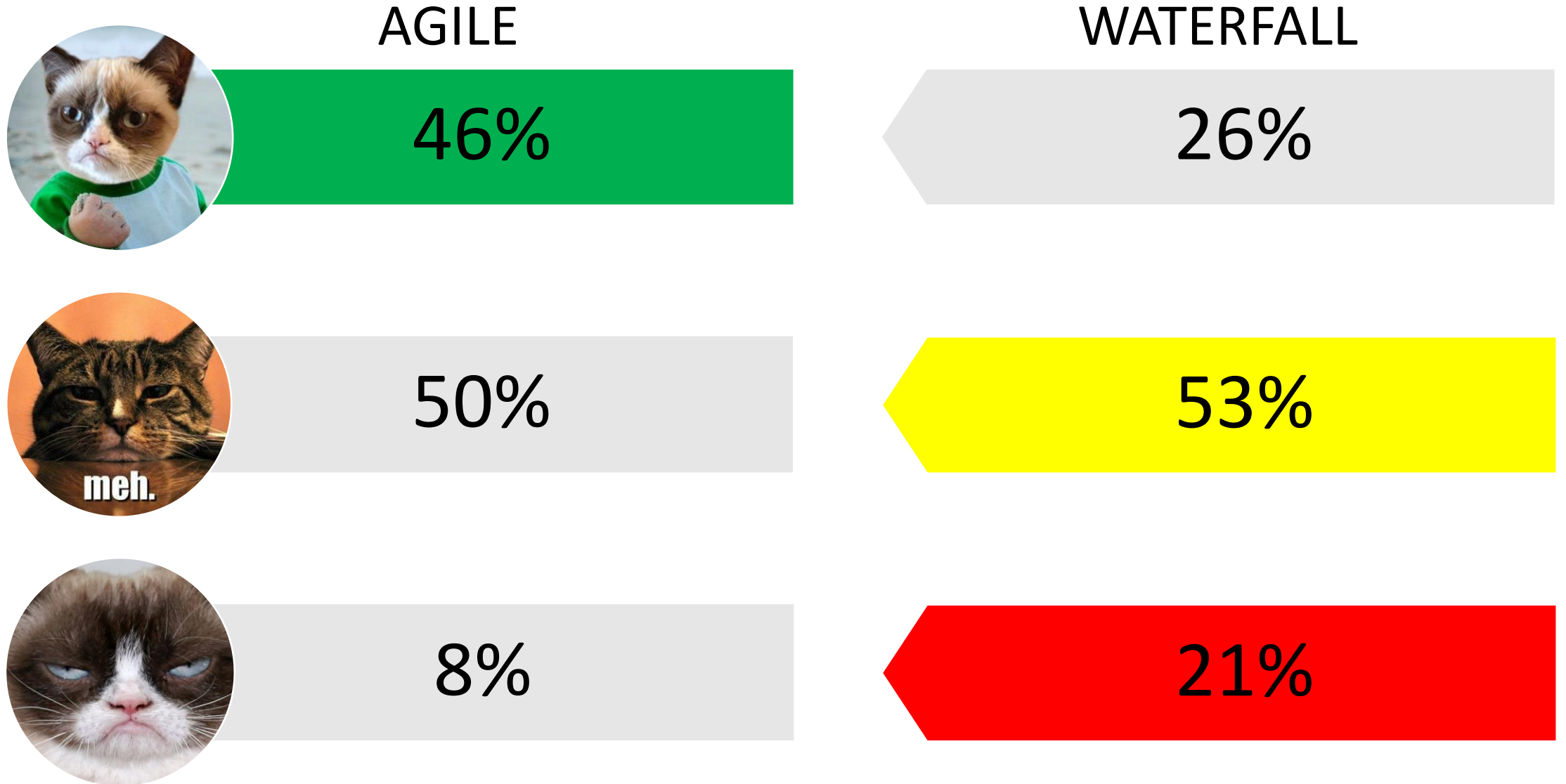
***“The most dangerous phrase in the language is,
“We've always done it this way.”***

Rear Admiral Grace Hopper

- One of the first programmers of the Harvard Mark I computer
- Developer of the first compiler for a computer programming language
- Ph.D. from Yale
- Oldest Serving Officer in the United States Navy

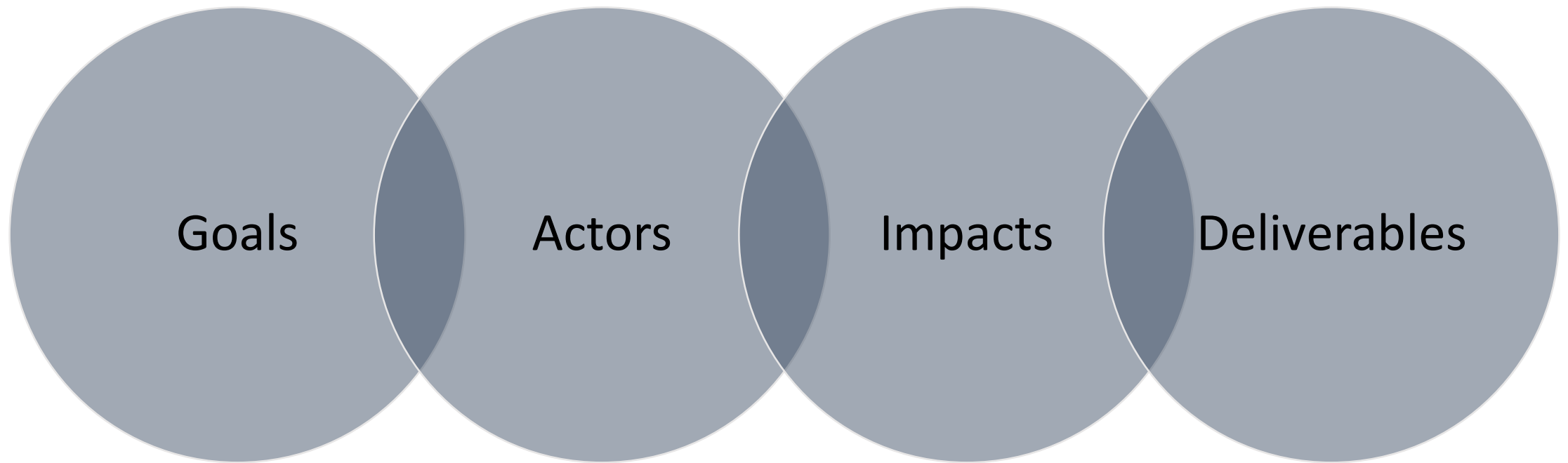
Also said “it's better to ask for forgiveness than permission”

AGILE Projects Perform BETTER



What is Impact Mapping?

A strategic planning technique
that helps companies and the
teams within them achieve
their desired outcomes



What's included in an impact map?

*Why are we
doing this?*

*Why are we
doing this?*

Who can produce the desired effect?
Who can obstruct it?
Who are the consumers of our product?
Who will be impacted by it?

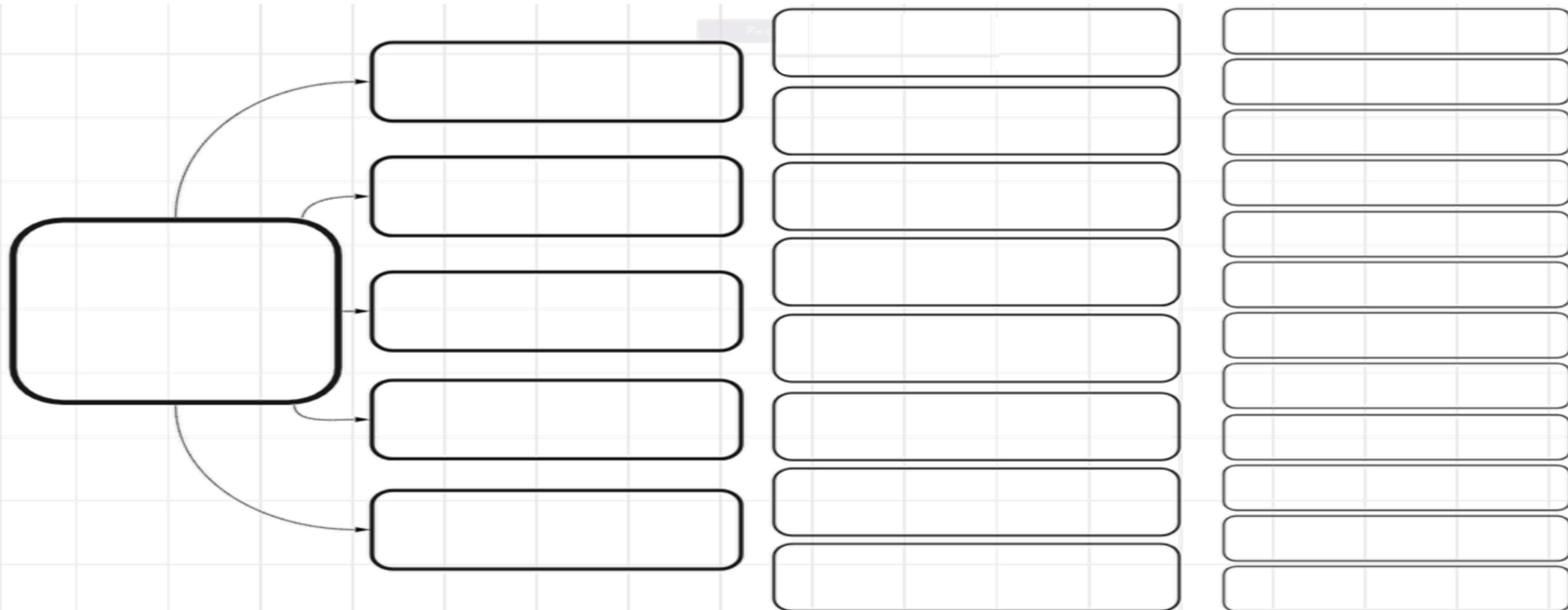
Who can produce the desired effect?
Who can obstruct it?
Who are the consumers of our product?
Who will be impacted by it?

*How could our actors' behavior change?
How can they help us to achieve the goal?
How can they obstruct or prevent us from
succeeding?*

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How can they help us to achieve the goal?
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succeeding?*

What can we do, as an organization or a delivery team, to support the required impacts?

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At your tables....

Scenario 1 – Renovation Reality

- Curtis wants to move so he can help care for his disabled sister
- His home needs remodeling to reach full market value
- Curtis and his wife remodeled 7 other properties
- They have 5 other family members willing to help but they don't know much about remodeling

Scenario 2 – Tools in Time

- You're in a startup who wants to provide a service to remodeling contractors
- Contractors need tools for their jobs
- There's a big margin in tool rentals
- There are lots of competitors in the rental tool field, so you need a new idea
- You decide to create a delivery service like DoorDash, but for tools instead of food



Goal

Why are we doing this?

Actor

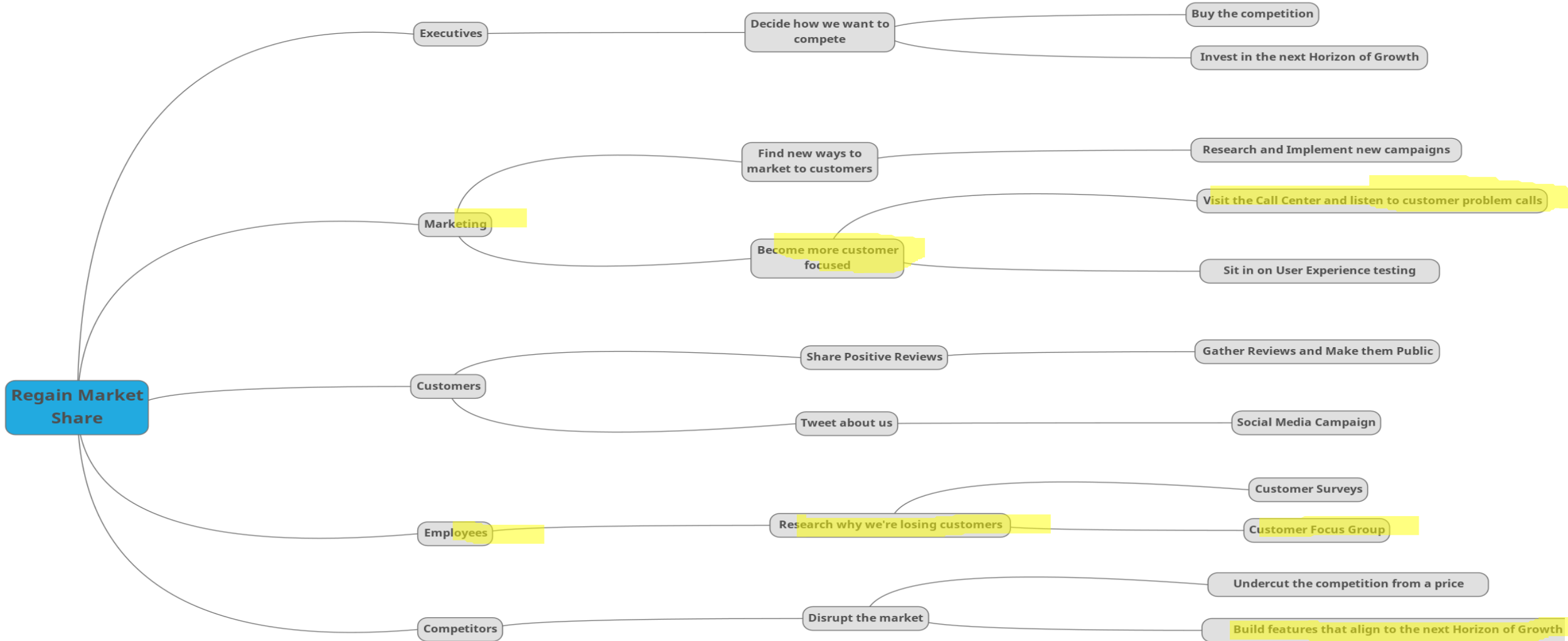
Who can produce the desired effect?
Who can obstruct it?
Who are the consumers of our product?
Who will be impacted by it?

Impact

How could our actors' behavior change?
How can they help us to achieve the goal?
How can they obstruct or prevent us from succeeding?

Deliverables

What can we do, as an organization or a delivery team, to support the required impacts?





Now what?

