

# The Impact Map.

A template for developing meaningful visions.

# Developing a Strong Vision.

Step-by-step.

## What is the Impact Map?

The Impact Map is a strategic planning tool designed to align actions with broader goals and impacts. It helps teams or individuals think systematically about why they act, what they will do, and how their efforts contribute to meaningful change - in just 6 simple steps:

## Why is it valuable?

This exercise fosters clarity, purpose, and alignment by connecting daily actions to long-term impacts. It encourages collaboration, structured thinking, and consideration of both immediate and systemic effects.

## The Six Steps of the Impact Map:

### 1) Why do we need to act?

Start by identifying the trends, opportunities, problems, or challenges driving the need for action. Focus on the current context.

### 2) What will we do?

Define the specific actions or interventions you plan to take to address the issues or opportunities identified.

### 3) How will we do it?

Determine the processes, methods, or resources required to implement these actions effectively.

### 4) Outcome

Describe the immediate, tangible results you aim to achieve.

### 5) Ripple Effect

Think beyond the immediate results and consider the longer-term, broader impacts of your actions.

### 6) Broad Goal / Big Impact

Link your efforts to a higher purpose or overarching vision to ensure alignment with meaningful goals.



<b>WHY</b> do we need to act? (Current Trends / Opportunities Problems / Challenges)	<b>WHAT</b> will we do? (If we...)	<b>HOW</b> will we do it? (By...)	<b>Outcome</b> (This will result in...)	<b>Ripple Effect</b> (And eventually...)	<b>Broad Goal / Big Impact</b> (We act to contribute to this...)
<i>We have control over this</i>				<i>We have influence on this</i>	