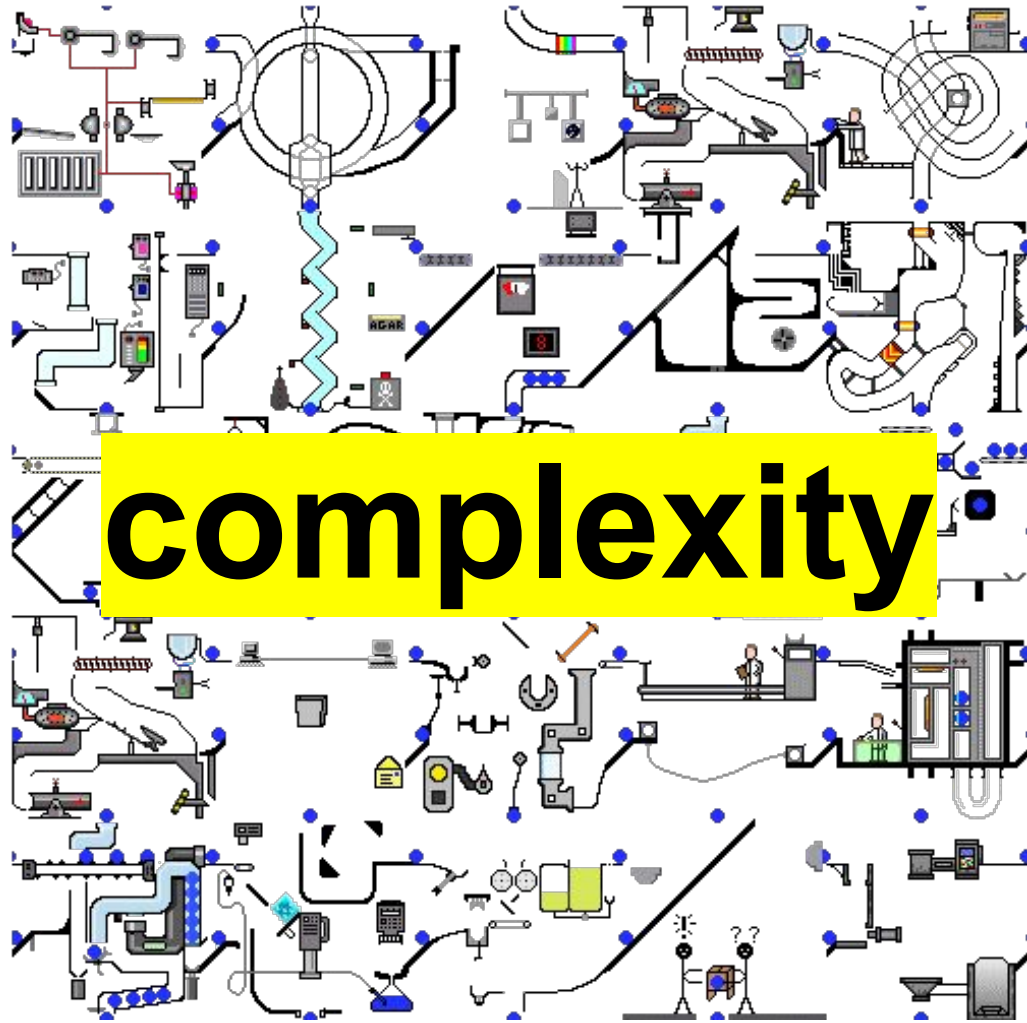


Outcome mapping

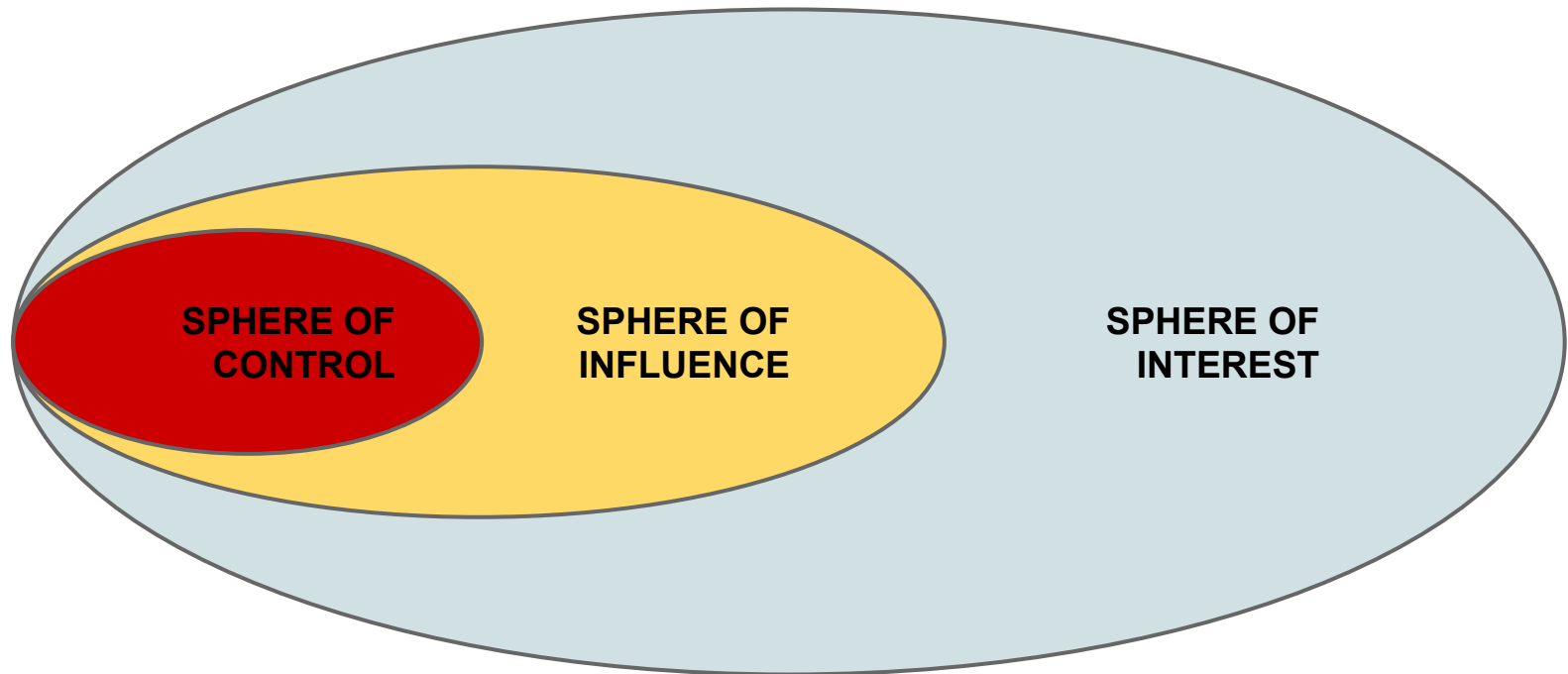
SEEKING CHANGE



complexity

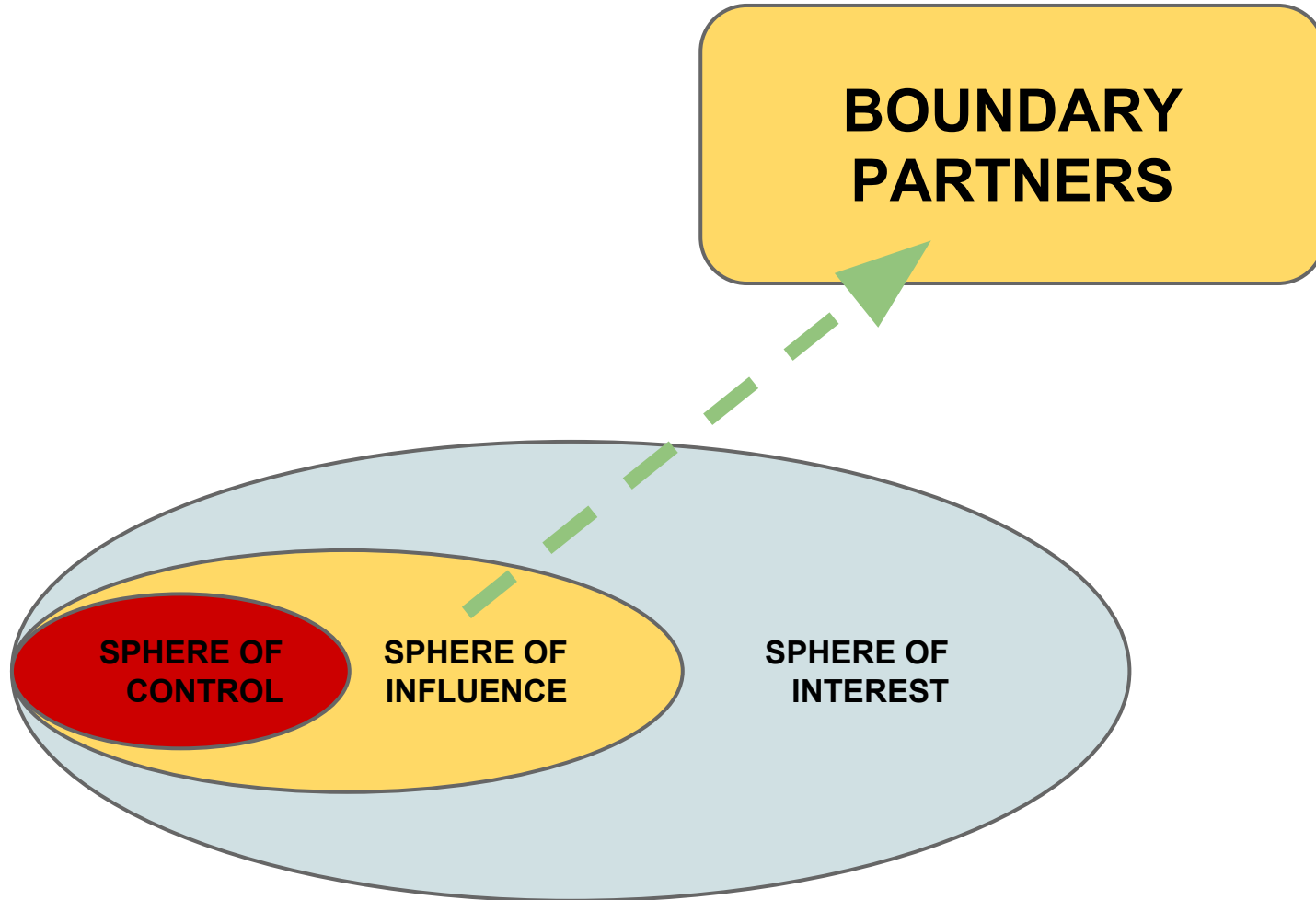
**limited
influence**

Spheres of influence



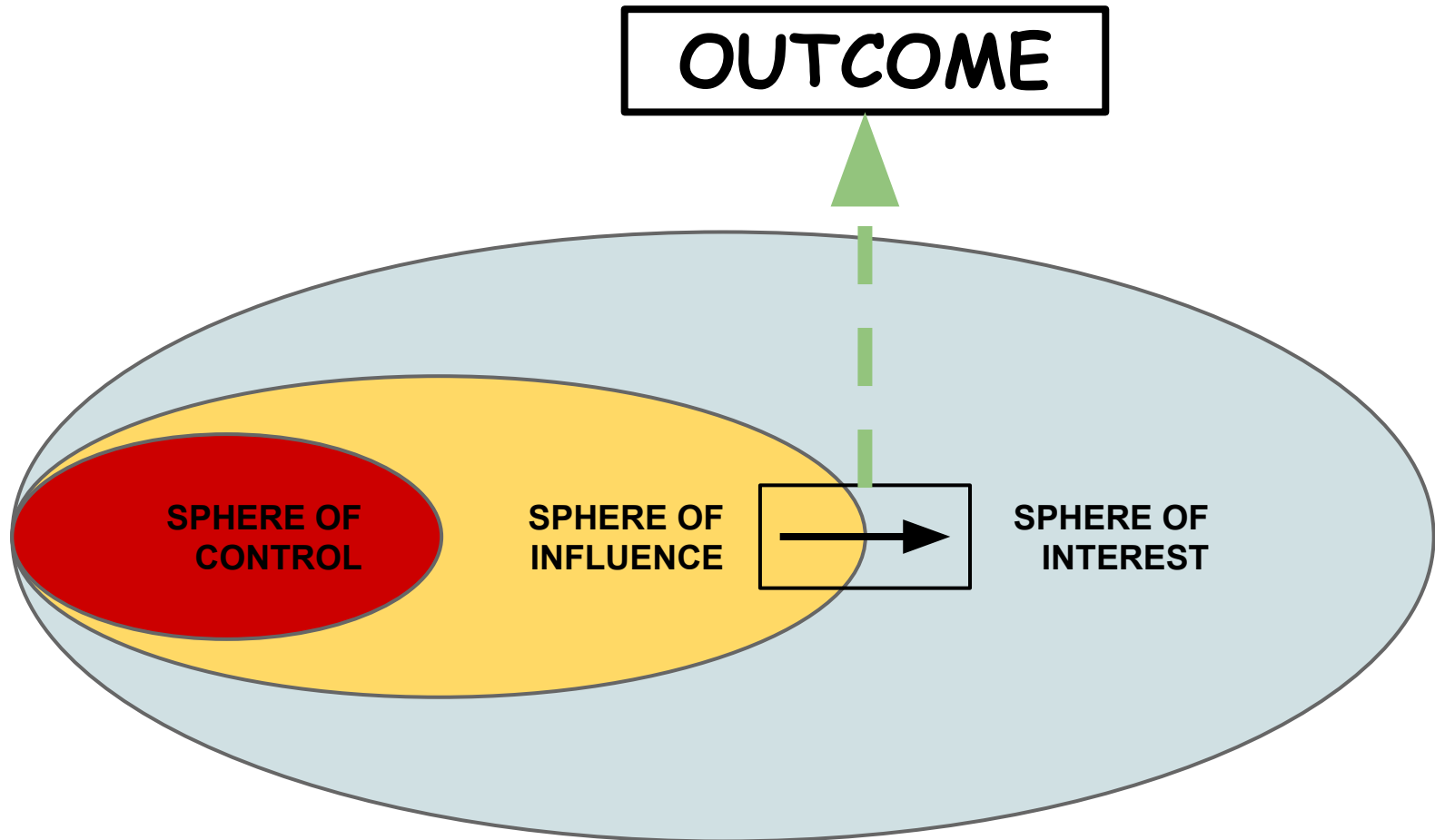
**'boundary
partners'**

Outcome mapping focus

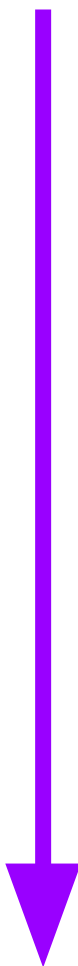


behavioural change

boundary partners' behavioural change



THE DESIGN



1. VISION

2. MISSION

3. BOUNDARY PARTNERS

4. OUTCOME CHALLENGE

5. PROGRESS MARKERS

6. STRATEGY MAP

IMAGINE SUCCESS



1. VISION

2. MISSION

3. BOUNDARY PARTNERS

4. OUTCOME CHALLENGE

5. PROGRESS MARKERS

6. STRATEGY MAP

YOUR FOCUS



1. VISION

2. MISSION

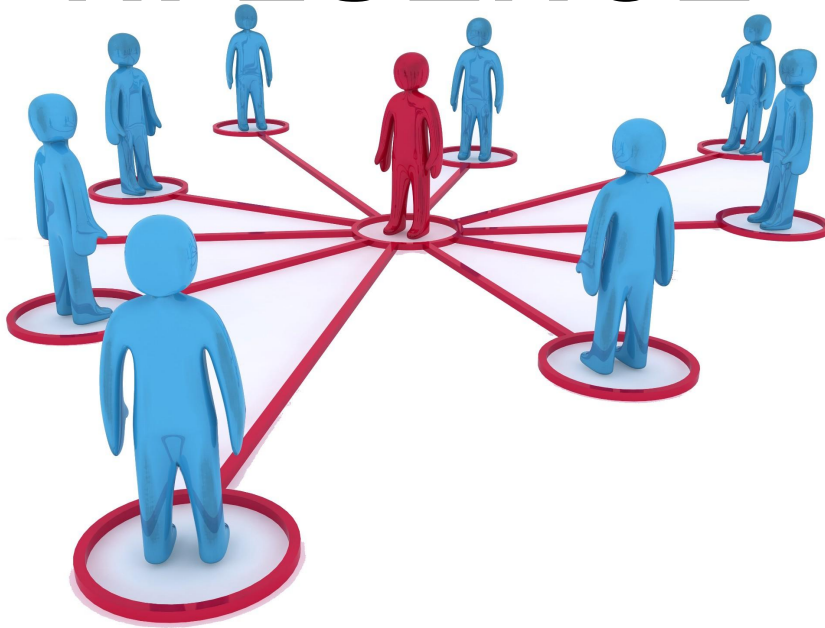
3. BOUNDARY PARTNERS

4. OUTCOME CHALLENGE

5. PROGRESS MARKERS

6. STRATEGY MAP

WHO YOU INFLUENCE



1. VISION

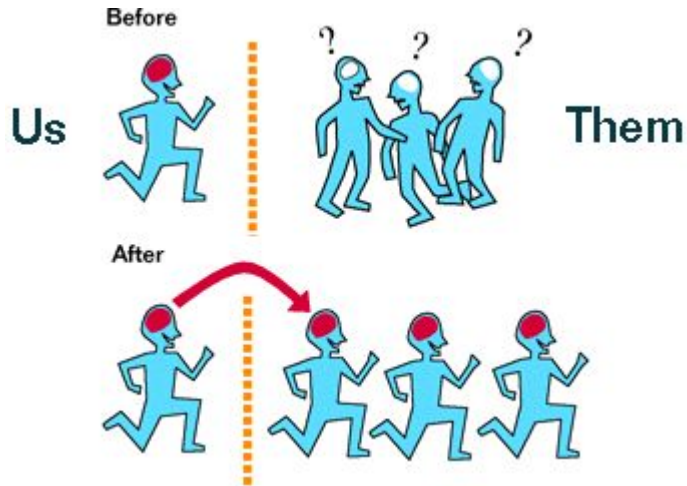
2. MISSION

3. BOUNDARY
PARTNERS

4. OUTCOME CHALLENGE

5. PROGRESS MARKERS

6. STRATEGY MAP



BEHAVIOUR YOU SEEK

1. VISION

2. MISSION

3. BOUNDARY PARTNERS

4. OUTCOME
CHALLENGE

5. PROGRESS MARKERS

6. STRATEGY MAP



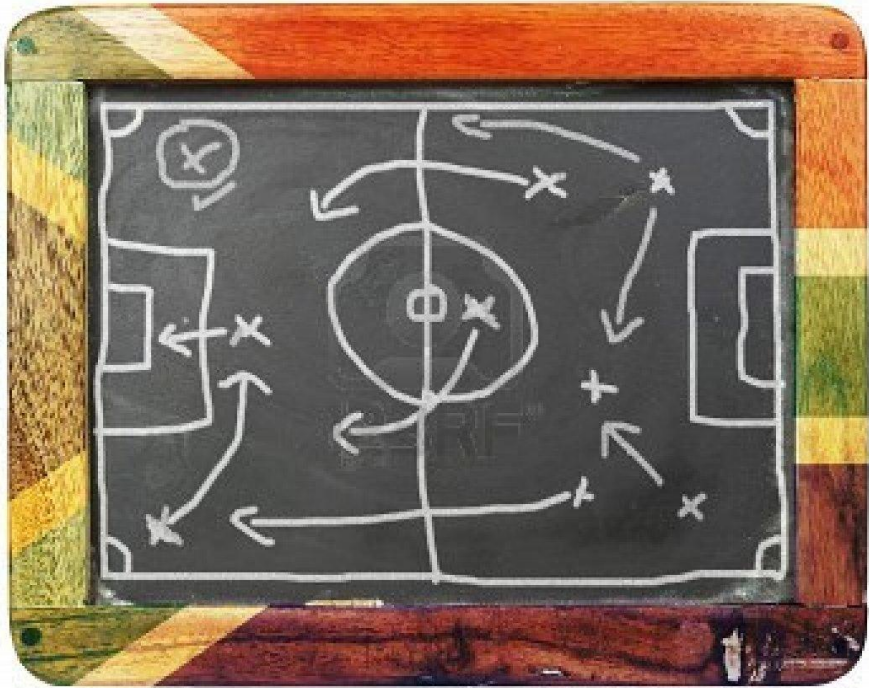
**EXPECT ... LIKE
... LOVE TO SEE**



1. VISION
2. MISSION
3. BOUNDARY PARTNERS
4. OUTCOME CHALLENGE
5. PROGRESS MARKERS
6. STRATEGY MAP

OUTCOME MAP

BOUNDARY PARTNER	OUTCOME CHALLENGE	PROGRESS MARKERS: EXPECT TO SEE	PROGRESS MARKERS: LIKE TO SEE	PROGRESS MARKERS: LOVE TO SEE



YOUR TACTICS



1. VISION

2. MISSION

3. BOUNDARY PARTNERS

4. OUTCOME CHALLENGE

5. PROGRESS MARKERS

6. STRATEGY MAP

STRATEGY MAP

	CAUSAL	PERSUASIVE	SUPPORTIVE
INDIVIDUAL			
ENVIRONMENT			

AND THEN ... IMPLEMENTATION

