



## Impact Mapping Workshop

23 April 2014, 16 July 2014, 15 October 2014

### Workshop Overview

Impact Mapping is a collaborative mind-mapping technique for kicking off projects and identifying project scope. It ensures teams have a unified vision of project goals and a clear understanding of how scope elements and features contribute towards the desired business goal. The use of Impact Mapping facilitates a visualisation of where value lies for stakeholders and project teams. It demonstrates a clear line of sight between features and measurable business benefits, hence driving delivery of lean and high quality software.

The use of Impact Mapping helps project teams to break down scope into short term, medium term and long term business-value increments, facilitating the implementation of incremental delivery and iterative product management. Impact Mapping helps achieve key buy in from business stakeholders on the philosophies underpinning agile and BDD practises and is therefore equally as valuable for project teams taking their first steps towards agile as more mature agile teams looking to improve quality and productivity.

### Learning Objective

By the end of the session attendees will be able to apply the Impact Mapping technique to help them:

- Identify measurable project goals, stakeholders and their needs
- Deliver a visual statement of scope and a high-level product roadmap
- Prioritise high-level business capabilities that contribute most significantly towards the business case
- Explore options and assumptions
- Align delivery teams with the business goal and vision
- Bridge gaps and eliminate misunderstandings between business and technical teams
- Switch business focus from cost to investment in line with incremental delivery of business value
- Achieve a heightened understanding of the business domain

## Detailed Course Content

- **Overview**  
Presentation of the Impact Mapping technique with examples, background including benefits and what the audience can expect out of the session. Introductions.
- **Impact Mapping level 1 – WHY? Goal & vision**  
An interactive workshop focussing on the first level of the Impact Map.  
Explore the following; what is the business goal? Why? What is the desired business effect or business target? How will we measure how any future delivery matches the expectations?
- **Impact Mapping level 2 – WHO? Identify stakeholders**  
Who are the stakeholders? Who can contribute to or obstruct the achievement of the business goal?  
Which stakeholders are the most important?
- **Impact Mapping level 3 – HOW? Identify stakeholder needs and expectations**  
How can the target group contribute to or obstruct the desired business effect? What are their expectations? What kind of value are they looking for from the system?
- **Impact Mapping level 4 – WHAT? Identify features and business actions**  
What features or business actions will help achieve the stakeholder needs? Are there alternative approaches to achieving the same business effect? What is appropriate quality?
- **Prioritisation Techniques**  
Collaborative exercise demonstrating various prioritisation techniques helping to answer the following questions: Which activities contribute best to the business goal? How well do features address stakeholder needs? How would we measure whether a software feature has been delivered or not? How much should we invest in those activities?
- **Summary & review**

## Suggested Attendees

IT Managers, Project Managers, Test Managers, Business Analysts, Testers, Developers, Product Owners, Scrum Masters.



## Overview of the series: BDD from Start to Finish – A Collaboration Framework

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### Workshop 1:

**BDD Overview – The Feedback Onion – 22 Apr 2014, 15 Jul 2014, 14 Oct 2014**

### Workshop 2:

**Impact Mapping – 23 Apr 2014, 16 Jul 2014, 15 Oct 2014**

### Workshop 3:

**Specification by Example – 24 Apr 2014, 17 Jul 2014, 16 Oct 2014**

*Other dates to be announced.*

Any workshop may be booked separately or in combination with the others.

**Fees:** 1 day £ 550 + VAT  
2 days £1000 + VAT  
3 days £1200 + VAT

This framework outlines the background and benefits of Behaviour Driven Development and outlines a set of highly collaborative and engaging techniques used in BDD and Agile to help fast-track projects towards delivering business capabilities in the shortest possible timeframe.

The workshops are highly collaborative and participative, using realistic project examples throughout. Workshop attendees benefit from being able to apply the various techniques whilst developing their understanding of how they build on one another and how they map to the development life cycle within their organisation.

The BDD overview is highly recommended (but not essential) as a pre-cursor to the other two detailed workshops. Attendees can choose which collaboration framework workshops to attend, although there is high value in attending them all.

Since these workshops focus on the collaborative aspects of BDD with a view to aligning technical and business teams, (unlike other BDD courses) they are useful for all roles of a software development project including programme and project managers, testers, analysts, developers, and product owners. The overview would also be useful for IT managers and business Stakeholders who interested in continuous improvement of their development processes and moving their organisations towards Agile and BDD.

**The Presenter:** Jenny works as IT Solutions Director for Sparkle Coupon Services and also provides coaching and training in collaborative software development approaches.

Jenny believes that great leadership is about creating highly participative teams and encouraging shared commitment and responsibility. She has over 15 years of experience managing cross-functional teams to deliver complex IT systems in the customer loyalty, finance and utility sectors. Jenny holds certifications in Agile, ISEB Test Management and PRINCE2.

### Further details

For further information (including dates and various UK locations) and how to register please call 01895 256 484 or email

[info@unicom.co.uk](mailto:info@unicom.co.uk) .