

THREE MAPPING TECHNIQUES

Presented by

John Voris

Deborah Wyse

Pete Fleming of Chariot Solutions

WHEN TO USE MAPPING TECHNIQUES

Brainstorming

Collecting and Categorizing Items

Benefits (Hard to Quantify Areas)

When a spreadsheet can not describe things

Experience Journeys

We use maps in our Real-Life Journeys

Maps can help “When Value must be Experienced to be Understood”

(quote by Seth Godin)

TECHNIQUES PRESENTED TODAY

Three different techniques you will hear today
(Three tools for our Toolbox)

- Shu - Ha - Ri Assessment
 - John Voris – 7 minutes
- Impact Mapping
 - Deborah Wyse – 23 minutes
 - Nov 2017 AgilePhilly
- Customer Journey Mapping Part I
 - Peter Fleming – 30 minutes
 - Intro & Interviews

Customer Journey Mapping Part II

- Peter Fleming – 60 minutes
- Mapping the Journey

Shu - Ha - Ri

- * From Marshal Arts
- * can describe cooking

守破離

Shu

Beginning Level
Learn by Rote, Repeat
Obey Fundamentals
Learn Discipline
Needs Mentoring

Absorb

Ha

Basics are done
Theory understood
Feels Comfortable
Branch out & acquire New
Can Break from Tradition
Can Innovate

Adopt

Adapt



Ri

Explore and Mix
Are Senior & Coaching Others
Transcendence
Creative & Natural

Article by Karen Greaves
Growing Agile.co.nz

<http://www.scrumexpert.com/knowledge/assessing-your-agile-coaching-skills>

Karen's Example - Assess Yourself in the categories of . . .

Coaching

- * Theory – coaching contracts, the 9 modes
- * Skills – listening, detachment, feedback
- * Tools – Motivation Game, Listening Game, Feedback Models

Facilitation

- * Facilitating – planning, distributed sessions, large scale
- * Formats – open space, lean coffee, ideation
- * Techniques – dot voting, brain writing, timelines

Knowledge

- * Agile Frameworks – Scrum, Kanban, XP, Lean, Scaling
- * Practices – technical practices, Product Owner techniques, Scrum Master practices
- * Tools – online tools, physical tools

Self

- * Work/Life Balance – time management, personal Kanban, productivity
- * Satisfaction – autonomy, mastery, purpose
- * Growth – networking, learning, community

Training

- * Activities – posters, ball toss, feedback wall
- * Delivery – room setup, planning, size
- * Methods – Training from the back of the room, mentoring, lecture based

Assessing Yourself or Others – Some Scales We Often See

Good / Bad
Left / Right
Ying / Yang

Two Categories when brainstorming
Is the worst way to proceed

1 to 5
1 to 10

Numerical – Scales – Rankings
equally bad for conversations

Poor Fair Average Satisfactory Delighted

But using Shu – Ha – Ri

- Non-Threatening
- Nebulous and Indistinct Settings
- Moving from a level is not quantum
- Reminds us that we are on a Learning Journey

So now work on your Action Plan . . .

Sometimes it's the journey that teaches you a lot about your destination.

Absorb

Adopt

Adapt

Next Up

Deborah Wyse

And

Impact Mapping

HOOR ONE 9:45 to 10:45

John Voris – 5 minute Lightning Talk on the use of Karen Greaves Shu-Ha-Ri method of mapping team improvement areas.
<http://www.scrumexpert.com/knowledge/assessing-your-agile-coaching-skills> used with permission.

Deb Wyze - 20 to 25 minute Lightning Talk about Impact Mapping, condensing her workshop into just a slide presentation.

For a takeaway, I will have a handout of 2 pages and so will Pete, so see if you want to create a 2 page handout too.
Also, for a short demonstration of your topic, cut it down so it is almost an advertisement for a longer session.
Because we have lots of open slots for our AgilePhilly evening meetings, and a repeat of your workshop would be welcome.
<http://www.agilephilly.com/events/impact-mapping>

(Deb, we could include a short exercise for an Impact Mapping walk-through.

(We could have a small team of hand-picked compatriots / “shills” in the group who will be front and center while the others watch. They will follow a “Script”.

(They go through a quick Impact Mapping Exercise where they know the bullet points we want to surface in their 8 minutes, as they are interacting as a team.

Pete Fleming – from the workshop from last night . . .

<https://www.meetup.com/ProductTank-Philadelphia/events/upcoming>

The Experience is the Product! A Customer Journey Map Workshop –

<https://chariotsolutions.com/event/the-experience-is-the-product-a-customer-journey-map-workshop-sold-out>

Pete finishes HOUR ONE

Intro and Slides

Interview as Pairs

Create the Three Stickies from the Interview and put them into the Touch Points

Break

HOOR TWO – 11:00 to 12:00

is all Pete Fleming – to finish the workshop, Deb to facilitate

If you need to break early or if it goes late, that’s OK. It will be lunch time and it helps me stagging the lunch line rush.

Using Mapping Techniques to fix Problem Areas
by Pete Fleming, Deborah Wyse and John Voris.

Our job is to see problems and resolve them. And to tackle these subjective areas in a manner that is objective and convincing for upper management and our own team members to buy into. Facilitated Mapping helps teams draw conclusions in many kinds of brainstorming sessions.

There are tried and true methods to flow the brainstorming in these meetings to tackle these problem areas. The defined steps of a Mapping process can help you through this activity.

This two-part workshop presents three complementary ways that can highlight problem areas - like the good and bad seen within your teams – or the expected value of your features – or the satisfaction of your customers in your overall product offering.

Attendees MUST attend both one-hour parts of the workshop.

USING MAPPING TECHNIQUES TO FIX PROBLEM AREAS

Shu-Ha-Ri Team Maturity Mapping - by John Voris
How to approach good and bad things seen in your teams

Impact Mapping - a repeat of Deborah Wyse's popular AgilePhilly workshop from November 2018.
Determine Expected Value of Your Features

Customer Journey Maps – a detailed way to map and understand your customer's experience with your product, presented by Pete Fleming, Head of UX and Design at Chariot Solutions.
Determine Satisfaction of Customers in Your Overall Product Offering