Backwards mapping

Begin with the end in mind and work backwards to establish causal logic between outcomes, surface underlying beliefs and distinguish activity from impact.

1 Identify desired outcomes.

Agree long-term outcomes or goal.

How to do this:

Imagine the ideal end point. Clarify what 'success' looks like and agree the key outcomes with relevant stakeholders.

2 Identify intermediate outcomes.

What immediate outcomes need to occur in order to be successful?

How to do this:

Be careful not to jump straight into activities. Instead maintain a focus on outcomes.

3 How will you achieve the intermediate outcomes?

What will you do to get between the different steps?

How to do this:

Consider the evidence base, feasibility of resourcing and probability that planned action will have desired effect.

4 Identify assumptions.

Explore any hidden assumptions and beliefs.

How to do this:

Ask yourself, what are we assuming will happen with X in order to get us from A to B?

5 Plan mitigations.

What mitigations and contingencies would help the change to occur?

How to do this:

Be careful that mitigations don't become wishful thinking. Don't try to mitigate everything.

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InnerDrive