



Impact Mapping

Impact Mapping is a powerful technique linking a business case, users' needs, and scope. It helps to manage stakeholders and motivate teams by providing clarity on why and what is delivered. Our master class shows how to use Impact Mapping in practice and discusses typical applications of the technique in real-life cases.



Target audience

The advanced master class has been designed for experienced product development practitioners from both business and delivery organisations, such as:

- Sponsors
- Business representatives
- Product Owners
- Project managers
- Product managers
- Product or UX designers
- Developers

The course is also recommended for coaches or Scrum Masters supporting their product teams and willing to add Impact Mapping to their toolbox.



Aims and Objectives

- ✓ Provide a broad and deep overview of the Impact Mapping technique.
- ✓ Place Impact Mapping among other techniques enabling value-driven development and agile product management.
- ✓ Practise working with Impact Mapping on real-life cases.
- ✓ Discuss applications of the technique in product design and development.

Benefits

- ✓ Our courses are always delivered by experienced **practitioners** who **actively participate in Agile business transformations** on a daily basis.
- ✓ **Small training group** means each participant has a quality experience with maximum interaction with the trainer and other participants.
- ✓ Participants receive the **certificate of completion**.
- ✓ Participants receive all necessary **course materials**.
- ✓ Participants receive a **book as a gift from Meirik** to help them explore the course topics further.



Agenda

- Introduction
- Value-driven development
- Impact maps
- Facilitation of the impact mapping
- Summary



Always as scheduled. We respect your time. We never cancel our classes.

Why develop capabilities with Meirik?

Our courses are always delivered by experienced practitioners, not just trainers. They actively participate in business transformations with Agile on a daily basis and act as enablers to build extraordinary capabilities people need to succeed.