

—— Remote train-the-trainer course

# JOURNEY MAP

# OPERATIONS

—— Marc Stickdorn

—— @MrStickdorn



# more than metrics



## JOURNEY MAP OPS

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# COURSE OVERVIEW

- 01** Opening Keynote: Intro to service design & JM Ops
  - 02** Intro to Workshops & Project Maps
  - 03** Present maps and co-create one high-level map
  - 04** Present refined maps and share learnings
  - 05** Review map repository and set up governing structure
  - 06** Open coaching session
  - 07** 1st JM Ops Meeting (active coaching)
  - 08** Open coaching session
  - 09** 2nd JM Ops Meeting (passive coaching)
  - 10** Q&A, Outlook, Closing keynote, Feedback
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# E-LEARNING FORMATS

## Online Keynotes

— Learning by seeing. Listen and learn to private presentations.

## Remote Workshops

— Learning by doing. Practice tools and methods and succeed in given tasks.

## Coaching

— Learning by reflecting. Receive 1:1 and group feedback on concluded tasks.

## Journey Map Ops Meetings

— Learning by leading. Get tips, coaching and feedback on how to operationalize Journey Map Operations in your organization.

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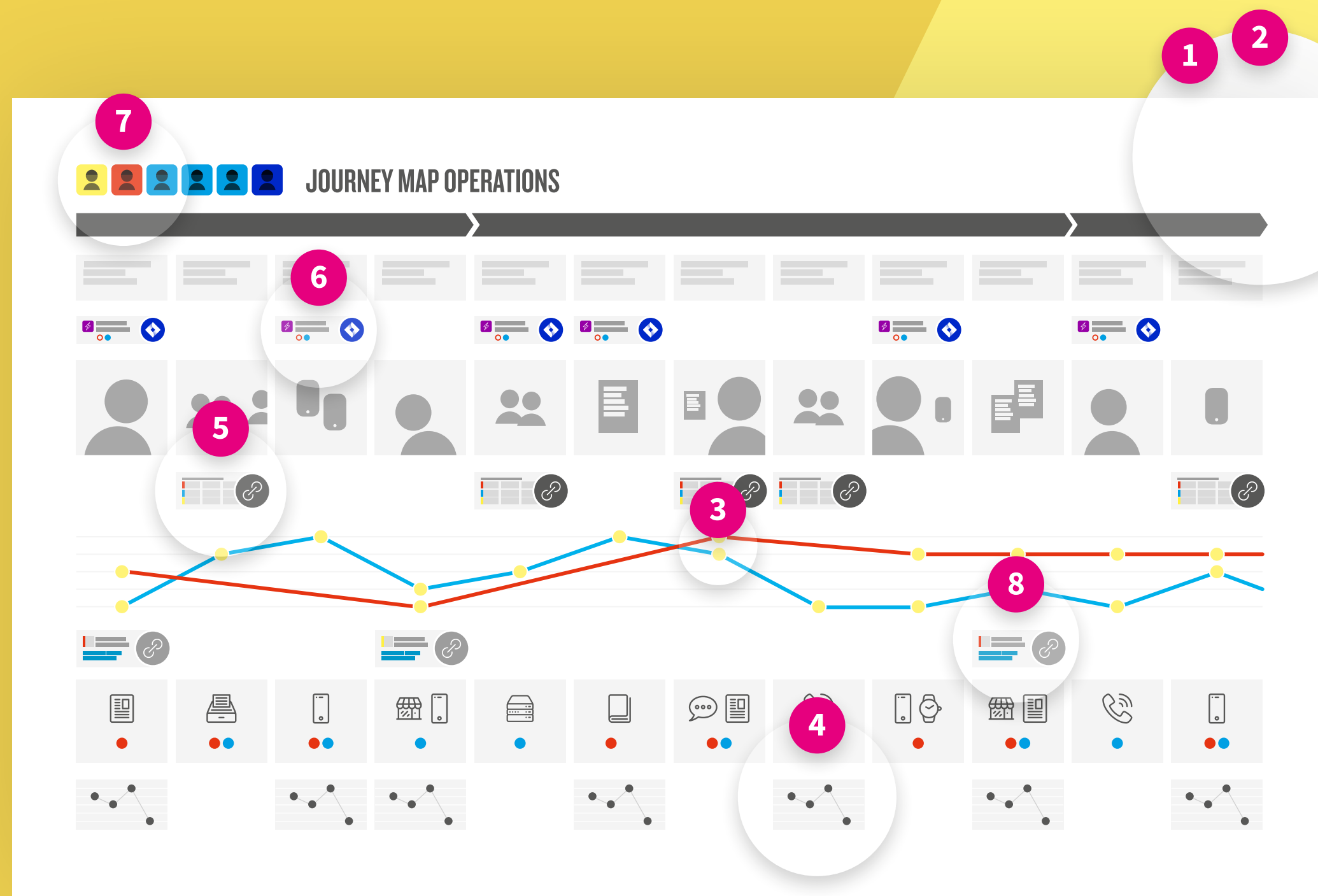
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# JOURNEY MAP OPERATIONS

A CUSTOMER\*-CENTRIC  
MANAGEMENT TOOL  
FOR AGILE ORGANIZATIONS

\*CITIZEN, EMPLOYEE, USER, PATIENT, ...



**JOURNEY MAP OPS**

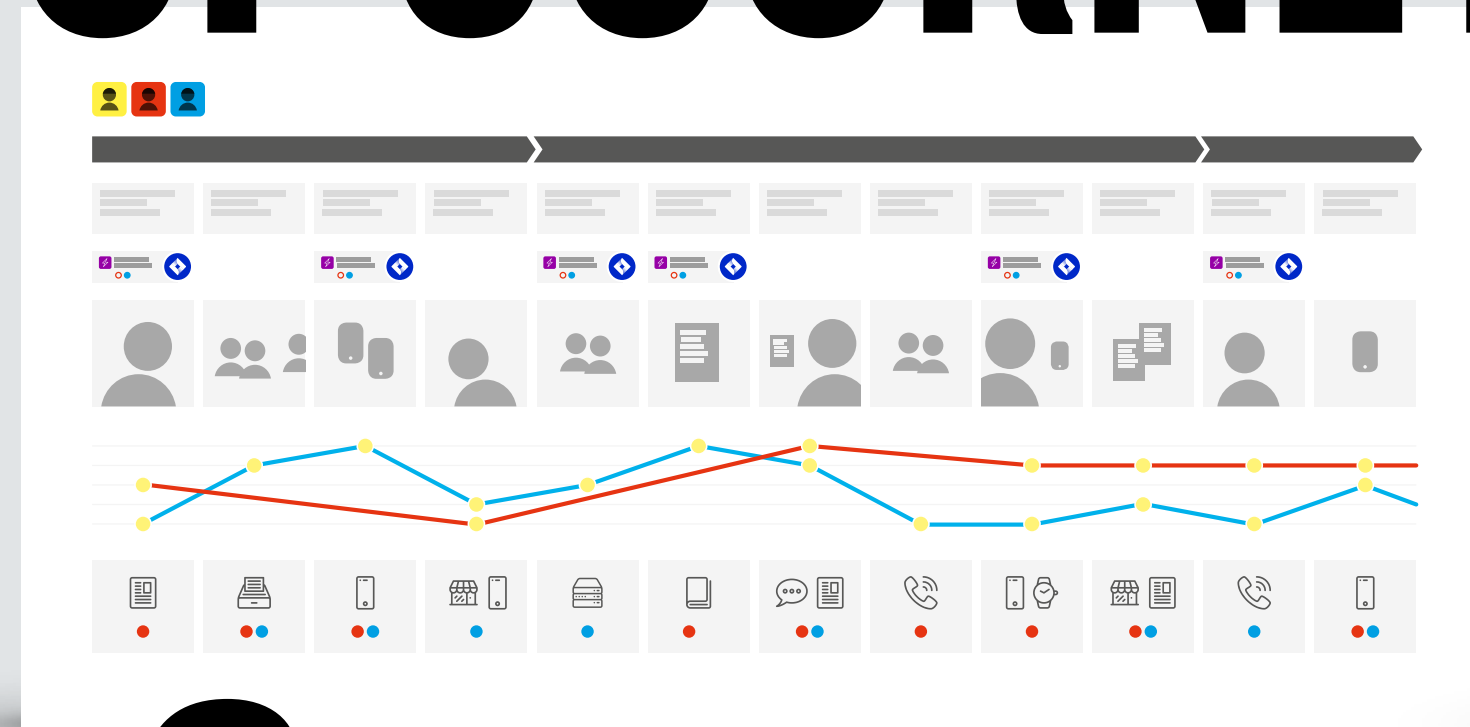
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# USE CASES OF JOURNEY MAPS



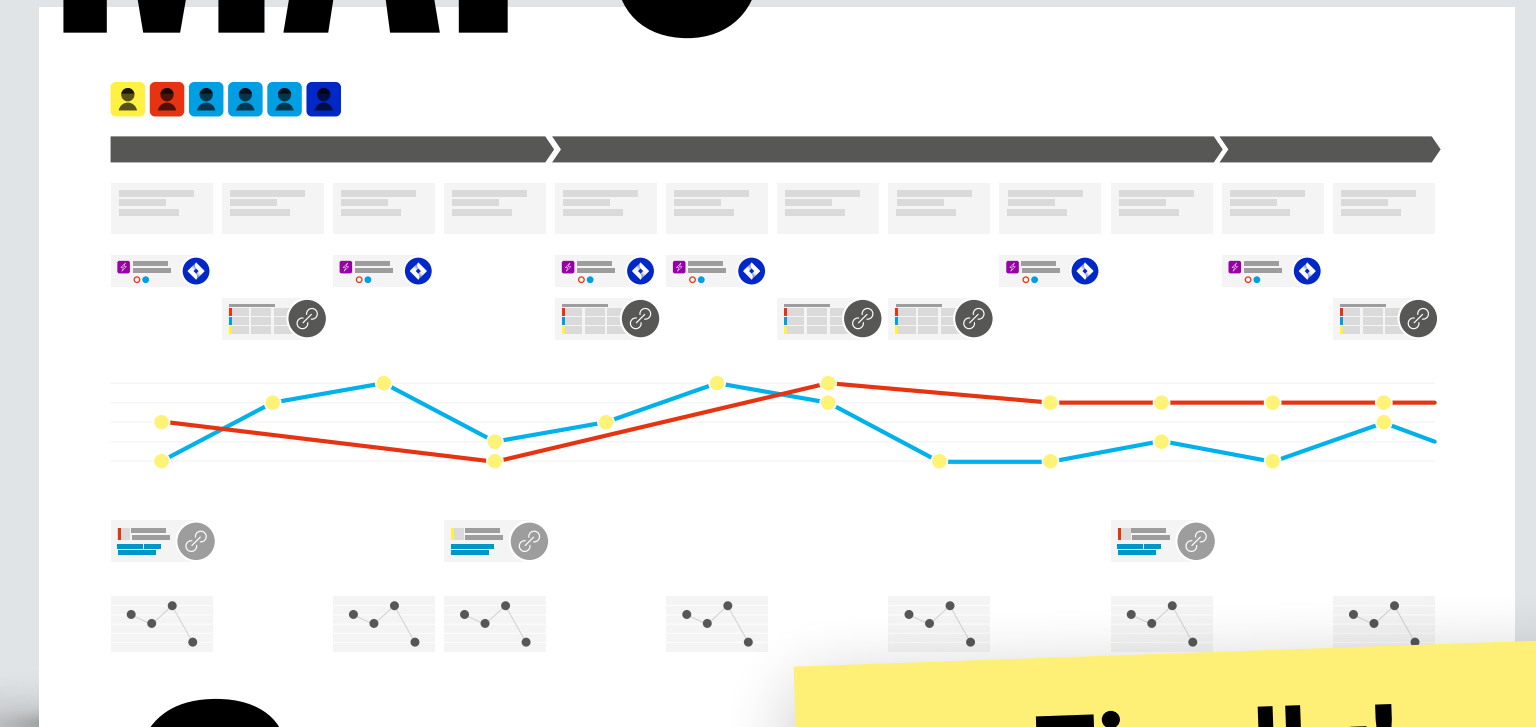
1

WORKSHOP MAPS



2

PROJECT MAPS



3

MANAGEMENT MAPS

Finally!

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# LEVEL 0 JOURNEY MAPS

# LEVEL 2 JOURNEY MAPS

# LEVEL 3 JOURNEY MAPS

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See all ongoing projects  
on one map!

Find research data  
of previous projects



Prioritize on experience pain points  
from customers and your team

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**YEAH, CUSTOMER  
AT THE CENTER  
BUT HOW DO YOU  
MANAGE THIS?**

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SYNC PROJECTS ORG-WIDE

# JOURNEY MAP COUNCILS



PILOT PROJECT

PROJECT TEAM

INITIATIVE

PRODUCT

DEPARTMENT

DEBT

LEGACY

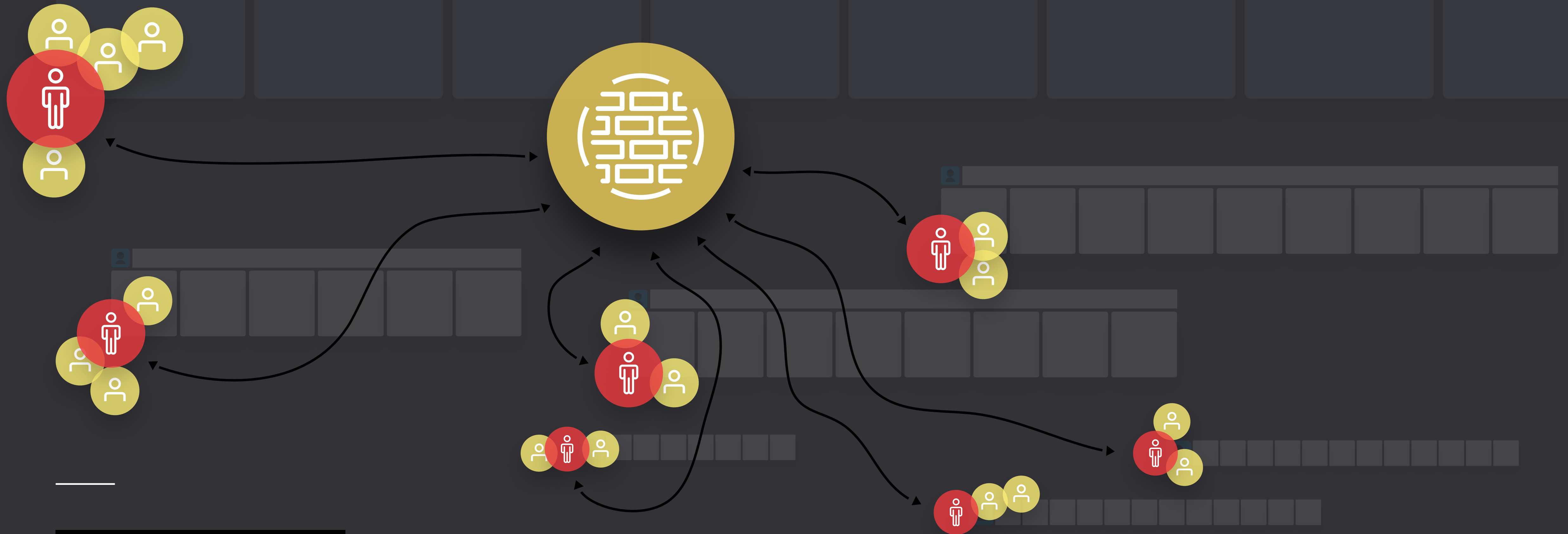
BACKLOG

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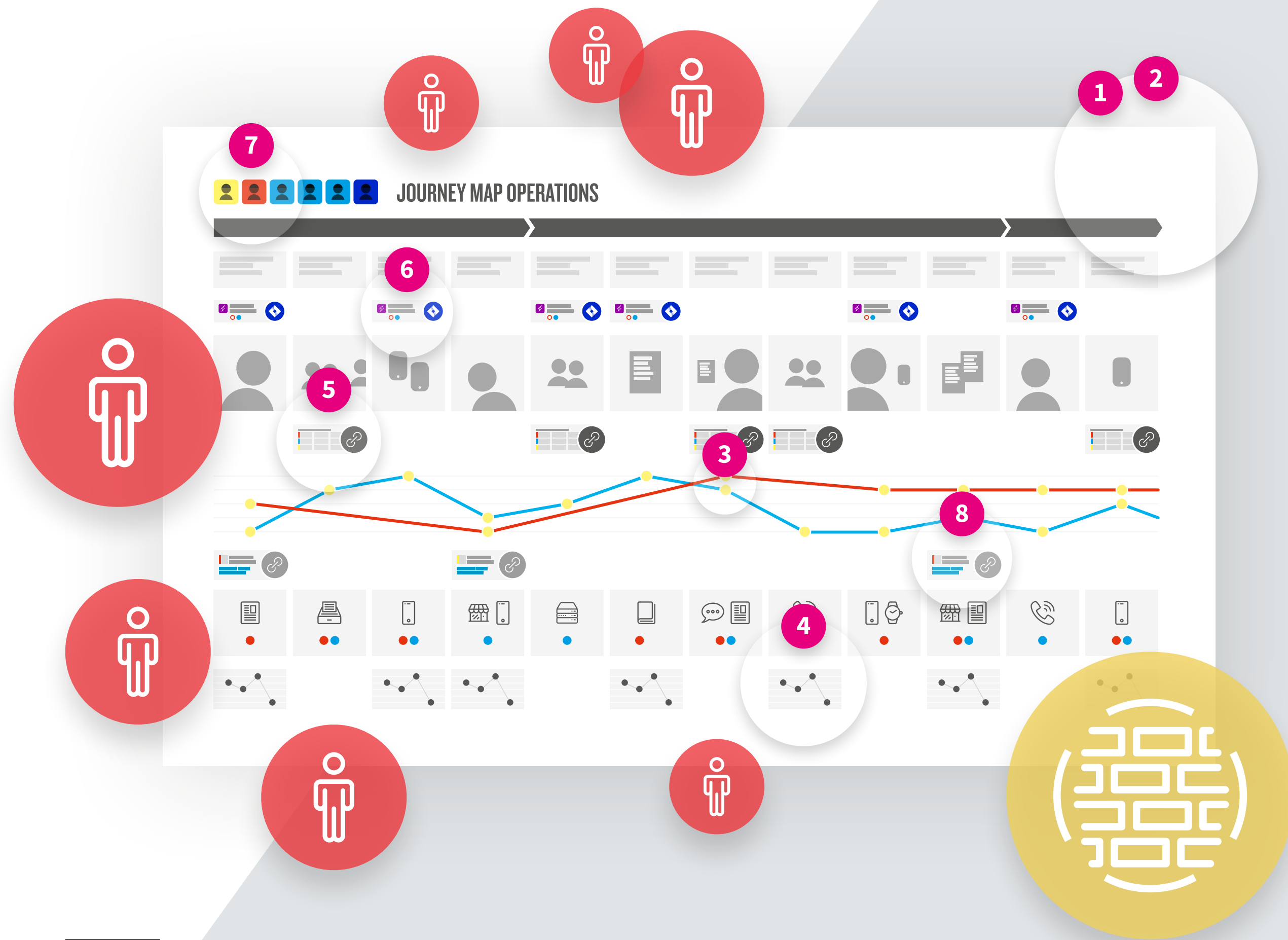
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JOURNEY MAP OPERATIONS

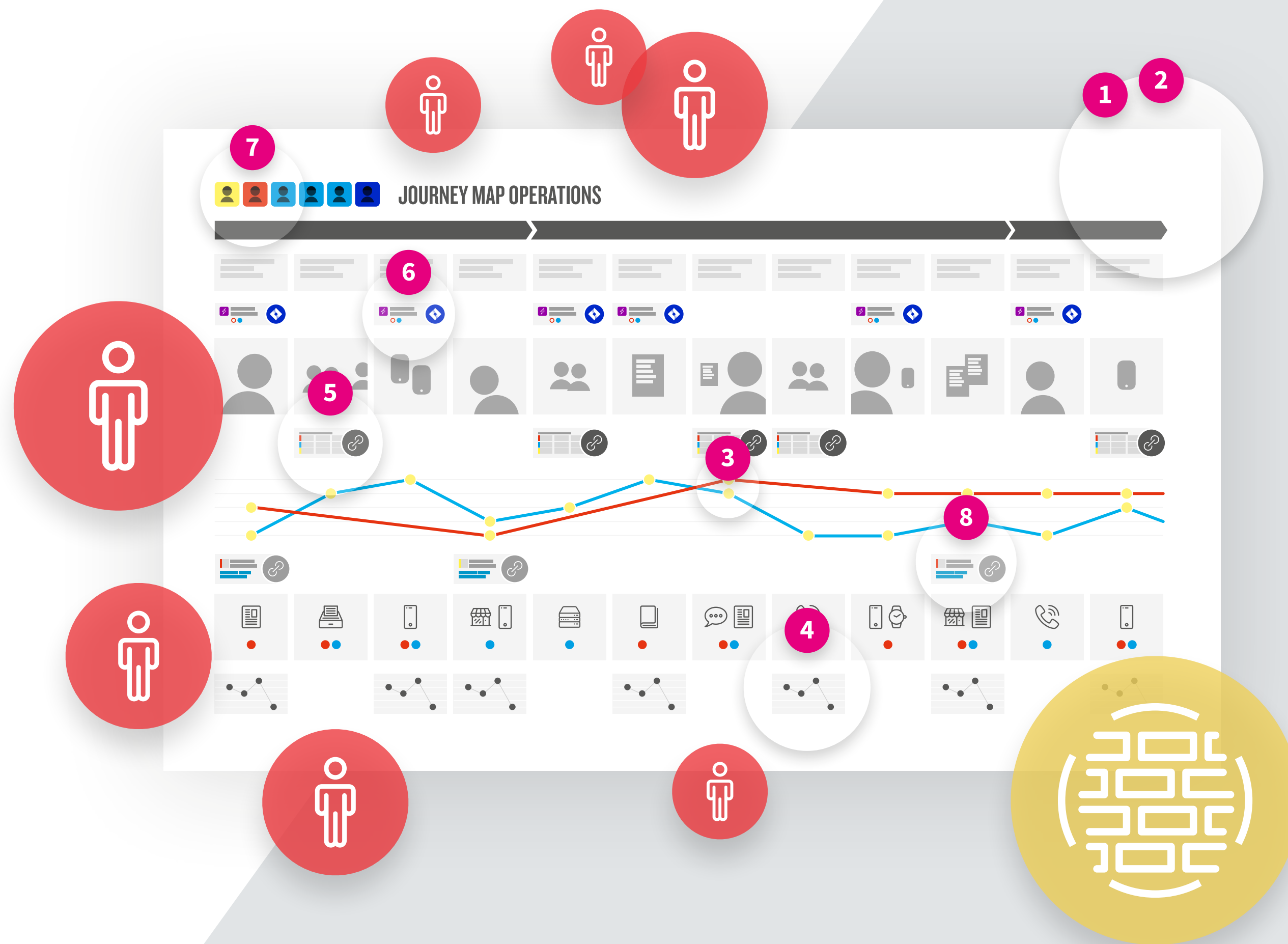
**SAME  
LANGUAGE**

**SAME  
TOOLS**

**SAME  
PERSPECTIVE**

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- **CREATE A HIERARCHY OF MAPS THAT ARE UP-TO-DATE**
- **BUILD REPOSITORY OF RESEARCH DATA**
- **FIND OLDER PROJECTS AND BUILD ON THEIR DATA**
- **COORDINATE ALL PROJECTS WITH CX IMPACT**
- **BUILD BRIDGES BETWEEN SILOS**

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# THANK YOU!

## ON STAGE

Marc Stickdorn  
@MrStickdorn

## SLIDES

Jakob Schneider  
@jakoblies

## SOFTWARE

[www.smaply.com](http://www.smaply.com)  
[www.experiencefellow.com](http://www.experiencefellow.com)

## BOOKS

[www.tisdt.com](http://www.tisdt.com)  
[www.tisdd.com](http://www.tisdd.com)

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