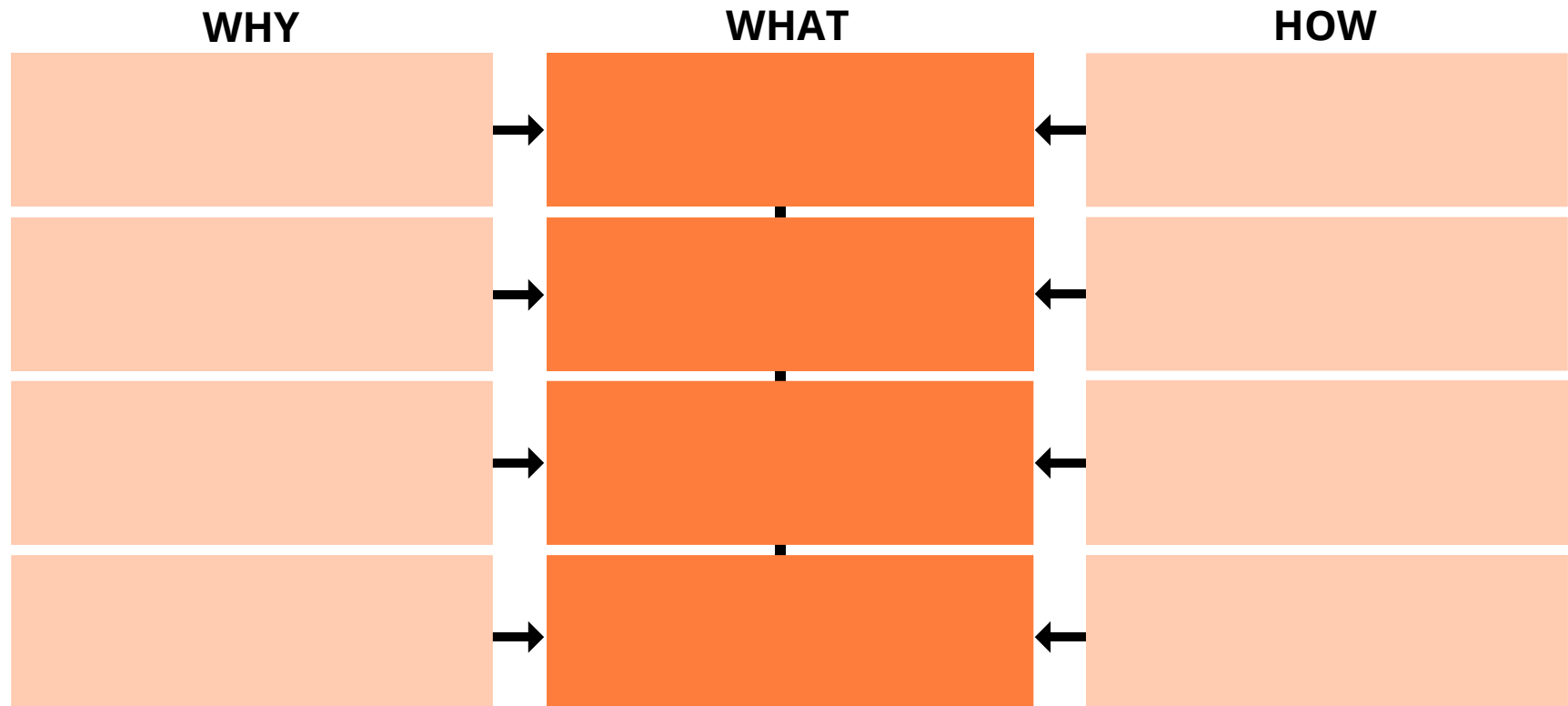


Strategy Mapping Instrument

Workshop guide





Aim

To get a quick overview of the strategy in your team to connect research and education.



Equipment

- Large (A2) poster paper
- Coloured markers



Preparation

Print the Strategy Mapping worksheet on A2 paper or draw out three columns on a sheet of paper.

You can choose to fill in the boxes in the middle 'what' column, or leave these blank.



Workshop

1. Facilitate the discussion:

- Starting with the 'what' column, ask participants to describe the aims to connect education and research. What does your team want to achieve?
- Use different boxes to refer to the student level, curricula level, and more organisational aims.

2. Connect:

- Ask participants to fill out the 'why' column: why does your team need to achieve this aim? You should be as specific as possible when filling out the box.
- Ask participants to fill out the 'how' column: how does your team achieve this aim? You should be as specific as possible when filling out the box.
- As people discuss their thoughts, encourage them to write ideas down on the diagram. If the group is stuck, you can move onto a different column or box.

3. Summarise:

- Let a participant summarise the discussion by referring to the overall aim of your team.



Adapting the workshop

The Strategy Mapping Instrument offers a simple model to describe strategy, while also being very flexible. Below are three examples of how you can adapt the tool for your team.

1. Discuss an existing strategy

Here, an existing strategy might be used as the starting point for a conversation. For example, a recent strategy document might have been released, and you want to discuss this with your team.

The goal of the session would be to discuss the strategy, identify any gaps or changes that are needed, or any specific impacts within your team. To do this, the facilitator can use the existing strategy document to fill out the strategy tool using the three columns. You could use the 'summary' phase to list your priorities as a team.

2. Map out a new strategy

In the early stages of creating a strategy, this instrument can help identify your priorities. In this case, the diagram will start empty, and the goal is to describe the strategy as a team.

It is probably easiest to start with the strategic aims, and then branch out to fill in the other columns.

3. Focus on a specific change

You can also use the instrument to focus on a specific change project within a wider strategy. On the diagram, this might mean a focused discussion on one 'box' or connection. Questions to help the discussion might include:

- How will the rest of the strategy affect this aim?
- Why is the change needed, and what actions are needed to make it a success?
- How would you measure if this change is a success?