

Product Mangement Festival: How to achieve...

by Peter Gfader - <https://beyond-agility.com/highlight-from-pmf19-product-mangement-festival-how-to-achieve-outcome-thinking-with-impact-mapping-tim-herbig/>

Product Mangement Festival: How to achieve outcome thinking with impact mapping. Tim Herbig

Highlight from #pmf19 – Product Management Festival 2019

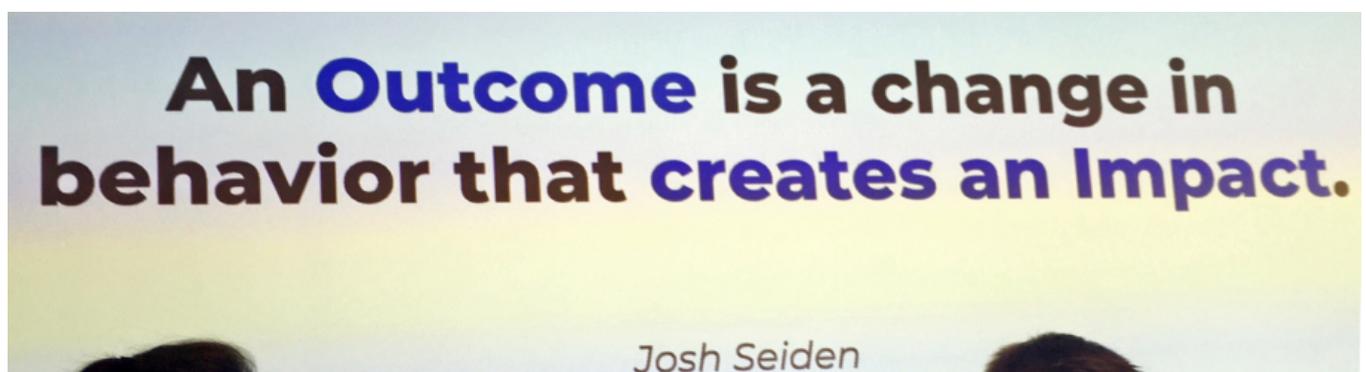
Being a huge fan and user of Impact Mapping in various scenarios, I enjoyed the 2 changes that Tim proposed to the standard approach, although they can be misleading to practitioners. More on that below.

Definition of terms by Tim

IMPACT VS outcome

↓
WHERE WE
WANT TO BE ..

HOW DO WE KNOW
WE GOT THERE ..

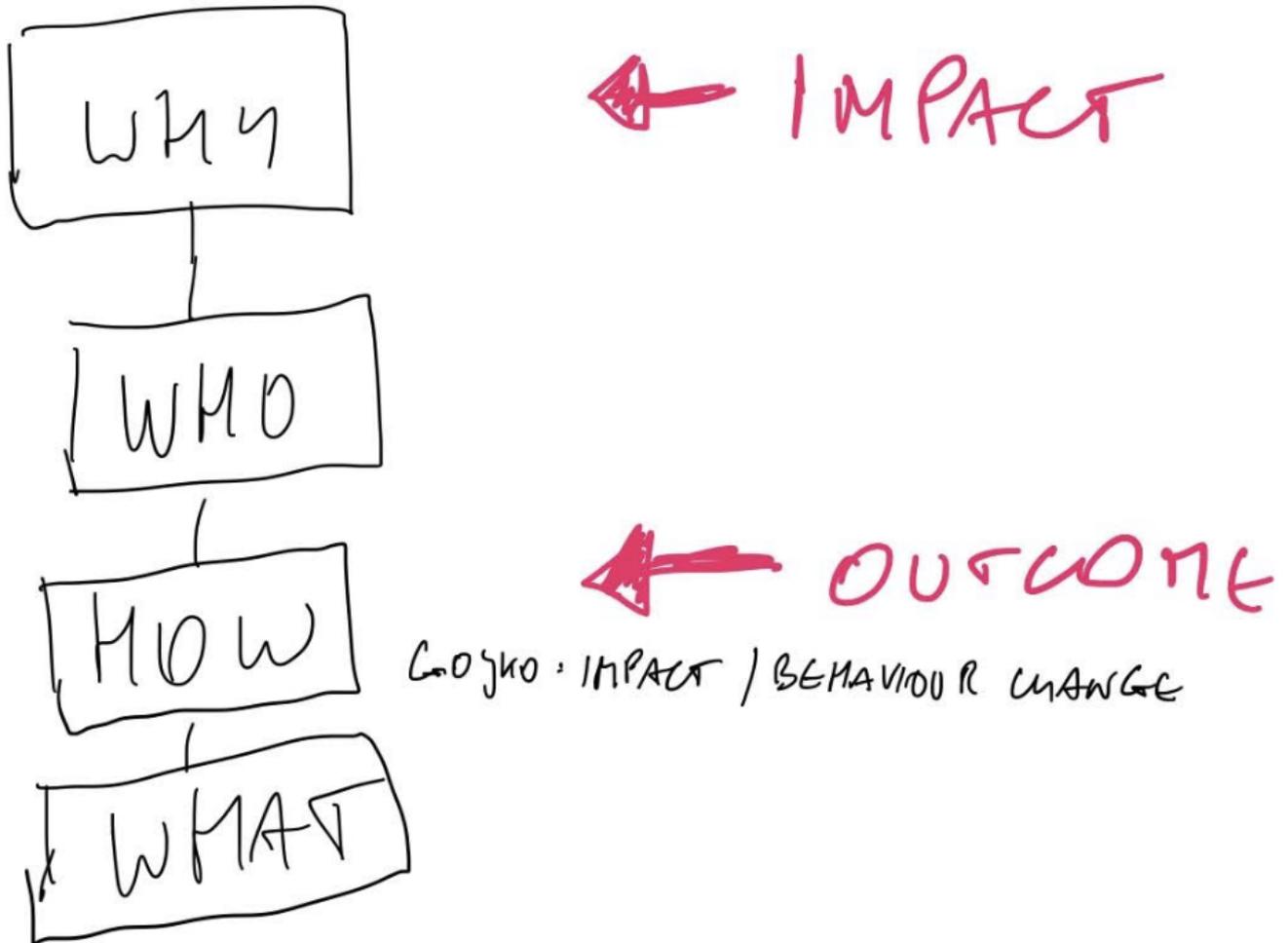


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The 2 changes

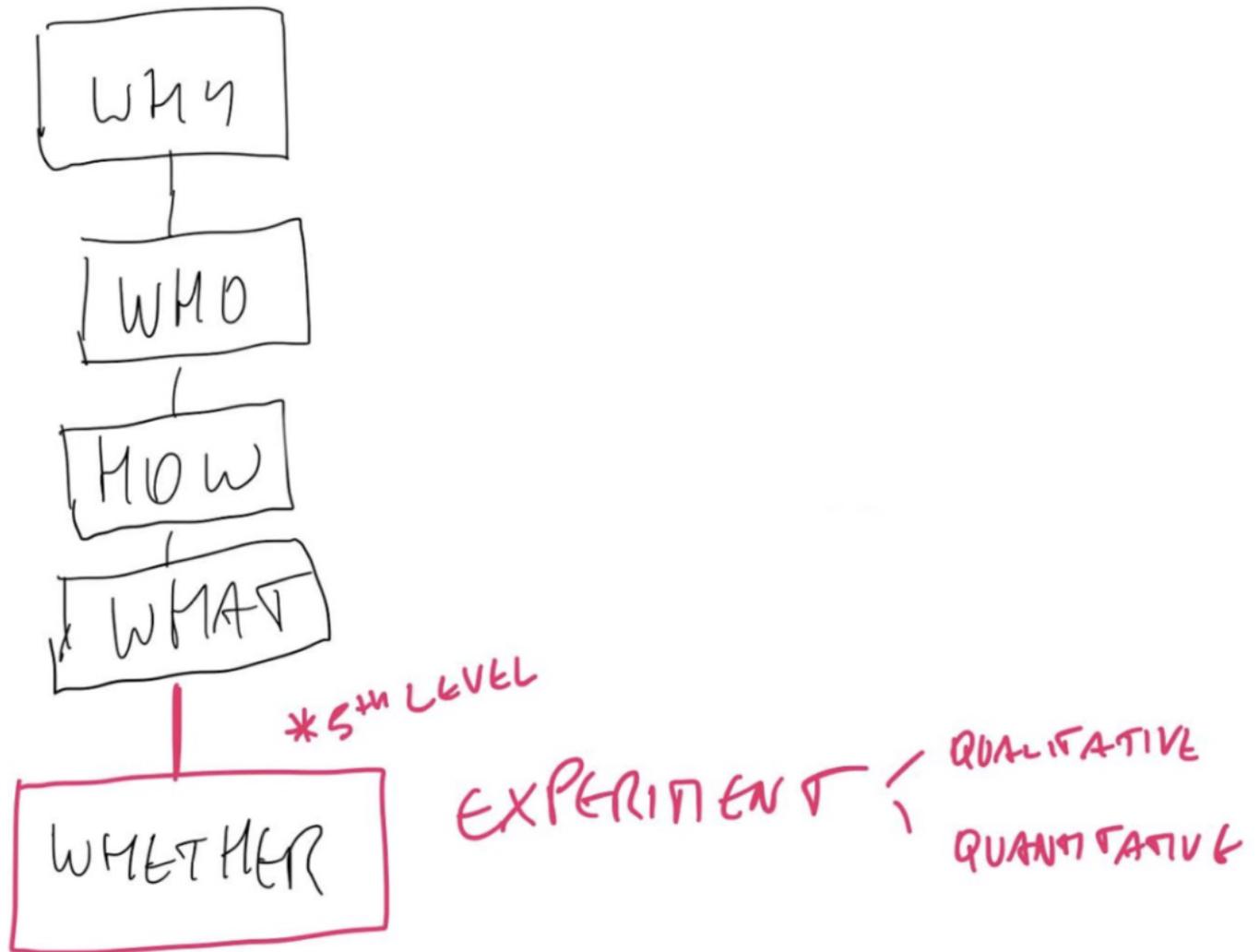
1. "Impact" is the "Why" and "Outcome" is the "How".



2. Additional level "WHETHER" for experiments. Although I would argue that the "WHAT" was always meant to be run as an experiment. It's a mindmap after all.

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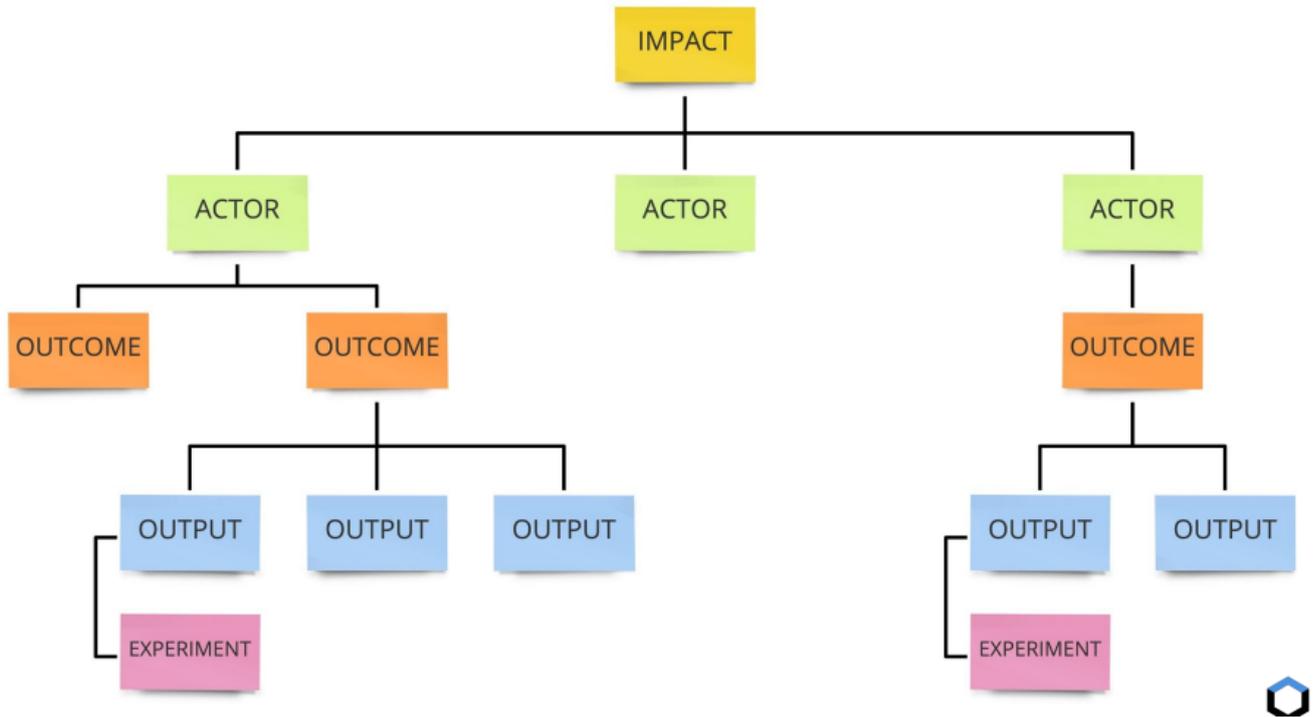
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The 2 changes visualized

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The new level “Whether”

Impact Mapping: **WHETHER**

- Prototype Usability Interviews
- Fake Door Testing of a Premium Upgrade
- Wizard of Oz MVP for a new statistical calculation
- Kano Model survey illustrating the new feature
- Spike implementation of a Slack integration

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Tim had only 2 use cases for Impact Mapping ?

Impact Map Use Cases

- **Clarify existing product/feature landscape** to ensure outcome-orientation and strategy alignment of new and existing ideas.
- **Structure and visualize ongoing Product Discovery** efforts to align on prioritization, and on research and experimentation efforts/insights.



Impact Map Afterthoughts

- Can be used on **various levels/scopes** (big initiative vs individual features)
- **Problem Level (HOW) can feel uncomfortable**, but you're rewarded when pushing through it
- Can be a **constant companion to document** what you're learning from user interactions (even outside of a clear discovery mandate)



Impact Mapping + OKR

- **Strategic OKR** (e.g. for the year): Key Results can be used as **Impacts (WHY)**
- **Tactical OKR** (e.g. for the quarter): Key Results can be used as **Outcomes (HOW)**

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Thanks [Tim](#). Nice to meet you. [Tim on Twitter](#).

[More highlights on the overview page.](#)

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