

Ripple Mapping

Outward · Chapter Seven. See who your change lands on.

Who is inconvenienced by this, who benefits from you staying exactly as you are, and who simply does not know yet. You map it so that you know who to ask, because the person most disrupted by your change is very often the person best placed to help.

■ MAP YOUR RIPPLES

Draw yourself in the centre. Place the people most affected closest; wider rings for those less affected. Arrows show how your change ripples outward.

■ 1 · RIPPLE MAPPING

CORE

Three columns, before you need them rather than after.

Who is inconvenienced by this change, and what exactly do they lose?

Who benefits from me staying as I am? (You will want to write 'nobody'. Look again.)

Who does not know yet? (This column is where most of the friction lives.)

How might each of them react (honestly, not hopefully):

■ 2 · COMMUNICATION PLAN

Most resistance comes from misunderstanding. What will you say, and to whom?

Person 1, and what I will tell them:

Person 2, and what I will tell them:

What I will not apologise for:

■ 3 • WHERE IT'S FRAGILE

Anticipate the pull back to old patterns.

The situation most likely to pull me back to old patterns:

My response when that happens (not *if*, but *when*):

One boundary I need to set and have not yet:
