

D2

Dive in: activating the “digital” mindset

Context Map Canvas

We don't truly have a good grasp of a situation until we see it in a fuller context. The Context Map is designed to show the external factors, trends, and forces at work surrounding an organization/situation.



TIMEFRAME

45 – 90 minutes



GROUP SIZE

5 - 25



FACILITATION LVL.

●○○



COMFORT ZONE

●○○

Use it to...

- Provides a systemic view of the external environment
- Provides tools to respond proactively to the landscape



MATERIALS AND OTHER REQUIREMENTS

- Context Map Canvas

LEARN MORE

- [Hyper island](#)



Context Map Canvas

Walkthrough

1. Introduction

Introduce the context map to the group. Explain that the goal of populating the map is to get a sense of the big picture in which your organization operates. Ask the players which category on the map they’d like to discuss first, other than TRENDS. Open up the category they select for comments and discussion. Write the comments they verbalize in the space created for that category.

2. Fill categories (except TRENDS)

Based on an indication from the group or your own sense of direction, move to an- other category and ask the group to offer ideas for that category. Continue populating the map with content until every category but TRENDS is filled in.

3. Take a quick poll on TRENDS

The two TRENDS categories can be qualified by the group, so take a quick poll to determine what kinds of trends the players would like to discuss. These could be online trends, demographic trends, growth trends, and so forth. As

you help the participants find agreement on qualifiers for the trends (conduct a dot vote or have them raise their hands if you need to), write those qualifiers in the blanks next to TRENDS. Then continue the process of requesting content and writing it in the appropriate space.

4. Summarise

Wrap up the overall findings with the group and ask for observations, insights, “aha’s,” and concerns about the context map.

5. Discuss

If possible, move people to a standing circle. Then, ask participants to share their thoughts on the exercise, highlighting issues such as:

- *What did you find to be easier? And more difficult? Why?*
- *What surprised you the most and why?*
- *What learnings can you take from this experience?*