

## 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

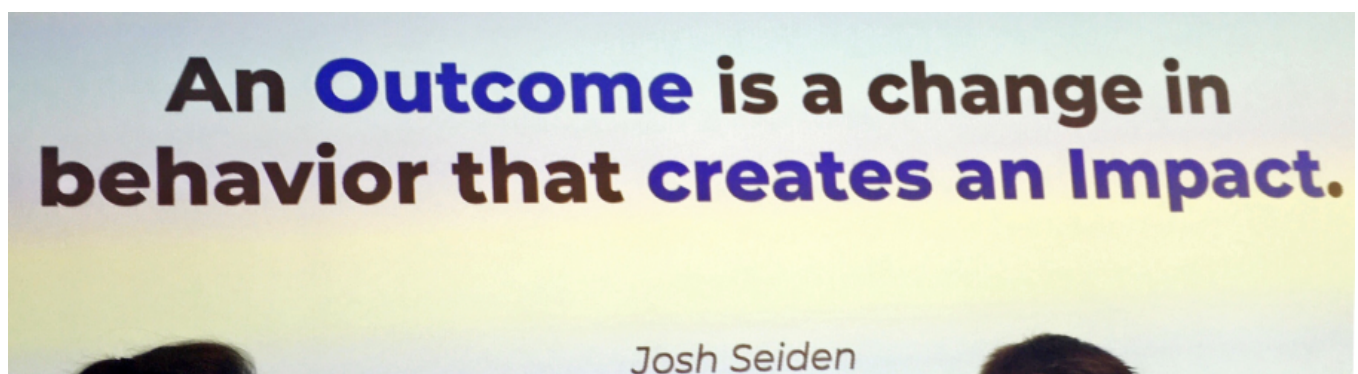
Being a huge fan and user of Impact Mapping in various scenarios, I enjoyed the 2 changes that Tim proposed to the standard approach, although they can be misleading to practitioners. More on that below.

## Definition of terms by Tim

Impact VS outcome

↓  
WHERE WE  
WANT TO BE ..

HOW DO WE KNOW  
WE GOT THERE ..



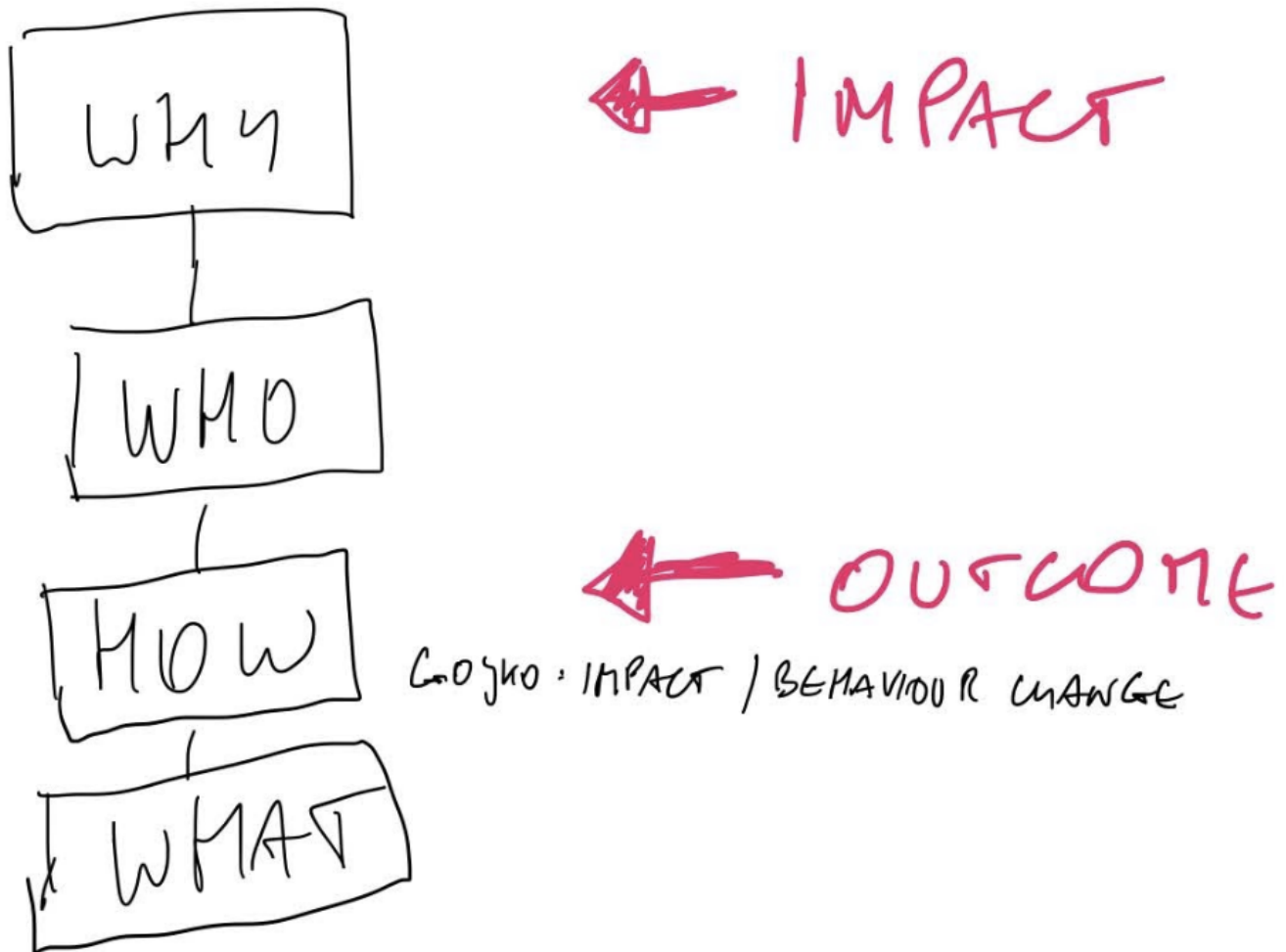
## Product Mangement Festival: How to achieve...

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

---

### The 2 changes

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

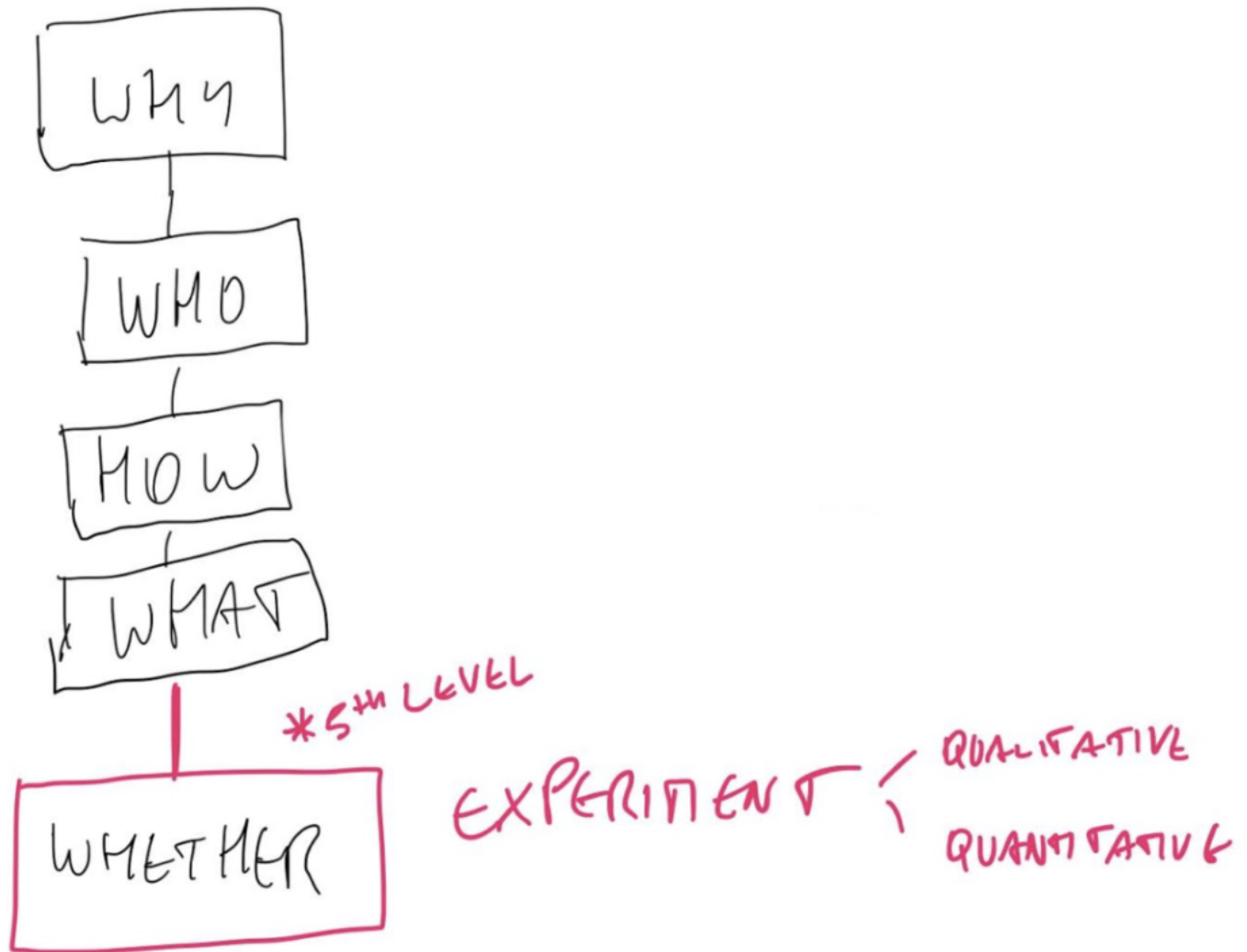


2. Additional level "WHETHER" for experiments. Although I would argue that the "WHAT" was always meant to be run as an experiment. It's a mindmap after all.

## Product Mangement Festival: How to achieve...

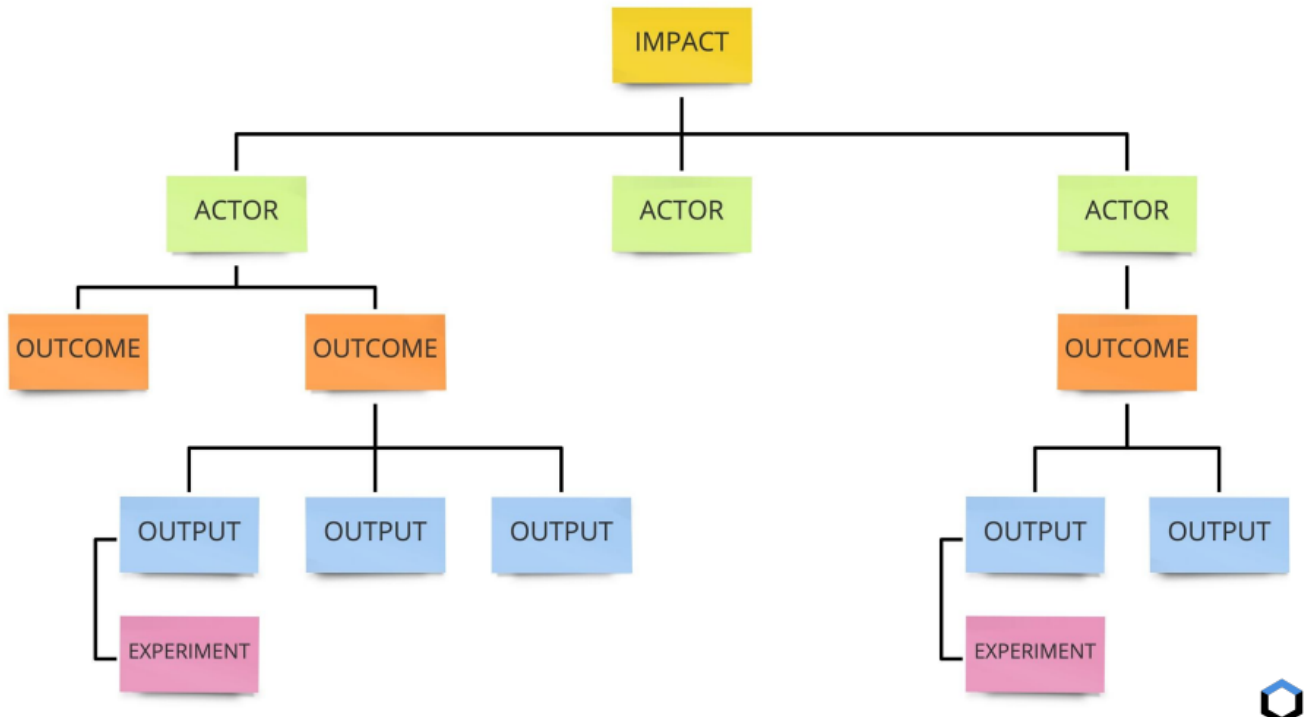
by Peter Gfader - <https://beyond-agility.com/highlight-from-pmf19-product-mangement-festival-how-to-achieve-outcome-thinking-with-impact-mapping-tim-herbig/>

---



---

The 2 changes visualized



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

## **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/>

---

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)**

## 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/>

---

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

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

We Go Beyond Agile

Beyond Agility  
Zürich - Switzerland