



# Instructor Guide

---

## Mapping Triadic Influence - Session at a Glance

### Purpose

The goal of this larger training effort is to ensure clients understand how to map the influence of their triadic groups to adapt their problem prior to going to market.

### Objective

Upon completing this session, clients will be able to refer to a job aid to map their triadic influencers and update their problem narrative board.

### Document Resources

- [Mapping Triadic Influence](#) Job Aid
- Performance Assessment Instrument - Appendix A

### Physical Resources

- Paper
- Pen/Pencil(s)
- Computer for Job Aid Presentation
- [Mapping Triadic Influence](#) Job Aid printed for each participant
- [Mapping Triadic Influence](#) Job Aid electronic for presentation (if needed)
- [Performance Assessment Instrument \(PAI\)](#)

## Advance Preparation

### Course Preparation

- Contact participants prior to the first session to ensure they bring or are familiar with their completed COPIS, PNB, and AVB to reference during the class.
- Bring the physical resources to the session.
- Prepare the Job Aid Presentation and any materials needed for the presentation portion.

### Content You Should Know

- Attitudes, Values, and Beliefs.
- Problem Narrative Board.
- COPIS Model.
- Mapping Triadic Influence.



## Facilitation

Timeline	Introduction
00:00 - 00:05 (5 minutes)	<p><b>Welcome</b> learners to the session</p> <p><b>Facilitate</b> an informal dialogue:</p> <ul style="list-style-type: none"> <li>• Ask what they're hoping to get out of today's session</li> <li>• Clarify expectations for the session</li> </ul>

Timeline	Learner Preparation (Set Me Up)
00:05 - 00:10 (5 minutes)	<p><b>Check</b> that learners are prepared for the session:</p> <ul style="list-style-type: none"> <li>• They have their PNB</li> <li>• They have their AVB</li> <li>• Verify they have their COPIS model at least 80% complete</li> </ul> <p><b>Pass Out</b> paper and pens/pencils to each learner or direct them to prepare computer.</p> <p><b>Pair</b> learners into triads (groups of three):</p> <ul style="list-style-type: none"> <li>• Ask them to determine as a group whose COPIS model is the most complete.</li> <li>• Have the learners discuss in their groups: <ul style="list-style-type: none"> <li>○ What their experience has been thus far</li> <li>○ What questions they have</li> </ul> </li> </ul>

Timeline	Demonstration (Show Me)
00:10 - 00:20 (10 minutes)	<p><b>Display</b> the Job Aid in the presentation format and demonstrate how each learner will take their COPIS model and create a map.</p> <p><b>Walk</b> the participants through each step of the Job Aid while providing support and context to each step.</p> <p>Consider including a completed map or use the hypothetical map in the Job Aid in order to provide a mental model for the completed product.</p>

Timeline	Application (Let Me)
00:20 - 00:60 (40 minutes)	<p><b>While</b> the learners are paired in groups of three, ensure that they follow the steps of the Job Aid (below) providing guidance where needed.</p>



	<p><b>Ask</b> learners to add 3 industry “thought leaders” who can help position their product in the marketplace.</p> <p><b>List</b> considerations for your PNB in the strategy column of your COPIS.</p> <p><b>Ask</b> the learners to draw a circle around their product (or the change you’re trying to make) in the center of a blank piece of paper to ensure they won’t run out of room.</p> <p><b>Ask</b> the learners to draw a circle for each influencer they identified, including themselves. The larger the circle, the more influence they have.</p> <p><b>Ask</b> the learners to draw an arrow to each circle from your product pointing one or both ways to indicate influence.</p> <p><b>Check:</b> Ensure their communication channels are accurate to avoid missteps in how people are connected. Have the learners visualize larger connections between people as you draw them out.</p> <p><b>Ask</b> the learners to identify a Social Creative (☆), Critical Thinker ( ! ), and Action Storyteller (@).</p> <p><b>Ask</b> the class to draw lines to connect Social Creative (☆), Critical Thinker ( ! ), and Action Storyteller (@) to thought leaders and your network.</p> <p><b>Advise</b> the class to strategize to find the person within their 6 degrees of separation and set up conversations with your first triad (top two influencers + you).</p> <p><b>TIP:</b> Don’t call it an interview; call it a conversation. Influencers may not want to be “interviewed” but are generally happy with conversations.</p> <p><b>Have</b> learners ask these two influencers to identify additional people they believe are important in your product positioning and influence strategy.</p> <p><b>TIP:</b> Think about who you are willing to approach to have a design-focused conversation with. You don’t want to be unprepared</p>
--	--



	<p>to speak to them without a proper elevator pitch. Without the proper approach, you can miss a vital connection.</p> <p><b>Ask</b> learners to grow their triadic map to 25 - 50 influencers.</p> <p><b>TIP:</b> You will know you have an adequate amount of influencers on your map when you hit tribal max growth at 150.</p> <p><b>Ensure</b> learners update their triadic map as their problem statement evolves.</p> <p><b>TIP:</b> Listen to your triad. Let them influence you in your product positioning.</p> <p><b>Ask:</b> Are you connecting with your connections on a spiritual level? Is the process happening naturally? Is it being forced?</p> <p><b>Ask:</b> Did your problem statement change as you started to map your influencers and determine their ability to help you?</p> <p><b>Ask</b> the learners to update and refine their PNB and problem statement as they have conversations with their connections.</p> <p><b>Check:</b> If not, you may not have the value you need to make your product or innovation successful. Your problem statement should be changing as your influence map influences your positioning.</p>
--	---

Timeline	Summary
00:60 - 01:10 (10 minutes)	<p><b>Debrief</b> with the class the objectives learned, tips for effective mapping, location of job aid, and ask the following questions:</p> <ul style="list-style-type: none"> <li>● What part of this process is attuned to your Attitudes, Values, and Beliefs?</li> <li>● What three points (ideas) do you want to remember about mapping triadic influence?</li> <li>● What questions are still circling around in my head?</li> </ul> <p>Thank learners for paying attention and providing their co-creation today.</p>