Task **Analysis**

Descriptive title for the project: Map Triadic Influence
Client: ATK

Description of the Learners

The learners are from various industries, education levels, and backgrounds. They range from individuals to teams of individuals looking to implement a product, service, or line of business (typically companies between 3-10 years old). They are more likely to be entrepreneurs and/or successful adults with industry, trade, or educational background related to the concept they are trying to implement. Individuals are highly-engaged and invested in the learning process since they are seeking advice and guidance from a SME proactively to improve skills and knowledge.

Sources and Methods

Data Sources	Data Collection Method(s)
Loeka Wiltz, primary client, SME and stakeholder	Interviews Extant data
Dr. Lisa Giacumo, primary stakeholder **Dr. Steven Villachica**, primary stakeholder	Interview Extant data
COPIS	SME-provided secondary source
Circle of Influence	Secondary source
Research and Policy in Development	SME-provided secondary source
Influence Mapping: understanding power distribution	SME-provided secondary source
Stakeholder Influence Mapping	SME-provided secondary source
Influence, stakeholder mapping and visualization	SME-provided secondary source
Alignment and mapping methodology influence transcript abundance estimation	SME-provided secondary source

Task Characteristics

Task Characteristic	Findings
Major tasks	Ability to map influence networks. Ability to pivot on the problem statement.

Goals for each major task	Create a triadic map Change strategies and problem statements for alignment in the industry.
Cues that trigger task performance	Strategizing on value positioning for products to ensure proper alignment to parallel industries.
Resources that people use to complete the task	Paper/pen/ppt.
Standards that the completed task should meet	Ability to visualize networks to aid in influence strategies.
Task duration	~15 min.
Task frequency	As often as needed as a tribe grows.
Prerequisite skills	• Design-thinking • Problem-solving • Concept mapping

Task List
For Job Aid:
Learner Process - Pre-mapping Process
1. Complete prerequisite deliverables
    1.1. Complete Week 1 tasks
        1.1.1. Finalize Attitudes, Values, and Beliefs (AVB)
        1.1.2. Finalize Problem Narrative Board (PNB)
        1.1.3. Finalize Journey Map (Problem Set)
    1.2. Complete Week 2 tasks
        1.2.1. Complete up to 80% of the COPIS Model

Learner Process - Mapping Process

2. Review your COPIS:
    2.1.1. Add 3 industry "thought leaders" who can help you position your product in the marketplace in the column listed next to the number 2 in the image below.
    2.1.2. List considerations for your PNB in the strategy column of your COPIS.


Thought Leader & Influence Mapping Tool

Problem Statement (Problem Narrative Board + Journey Map):			2 ▸ Influence Strategy
Critical Thinker	Social Creative	Action Storyteller	
1 ▸ They can help drive the specifics	1 ▸ Attuned to the emotions and needs of the tribe	1 ▸ Person who can help connect the tribe and take action	

3. Grab a blank sheet of paper or blank PPT slide and begin your map.
   3.1. Draw a circle around your product (or the change you're trying to make) in the center of a blank piece of paper to ensure you won't run out of room.

   3.2. Draw a circle for each influencer you identified, including yourself.
   3.2.1. The larger the circle, the more influence they have.
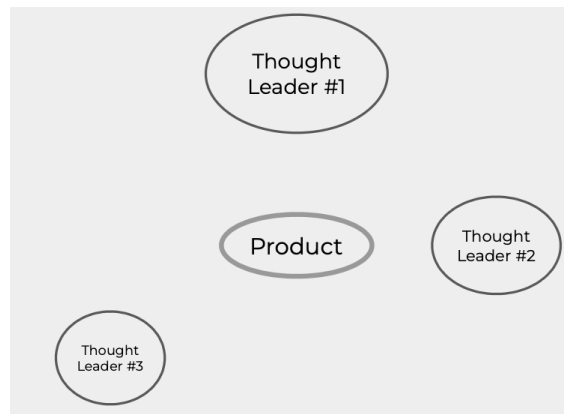
> 💡 **Hot Tip:** Thought Leader #1 is the largest circle because they have the most influence.

   3.3. Draw an arrow to each circle from your product pointing one or both ways to indicate influence.
      3.3.1. Ensure your communication channels are accurate to avoid missteps in how people are connected.
   3.3.2. Visualize larger connections between people as you draw them out.

> 💡 **Hot Tip**: Product influences person #1 and is influenced by person #3. Influence goes both ways for person #2.
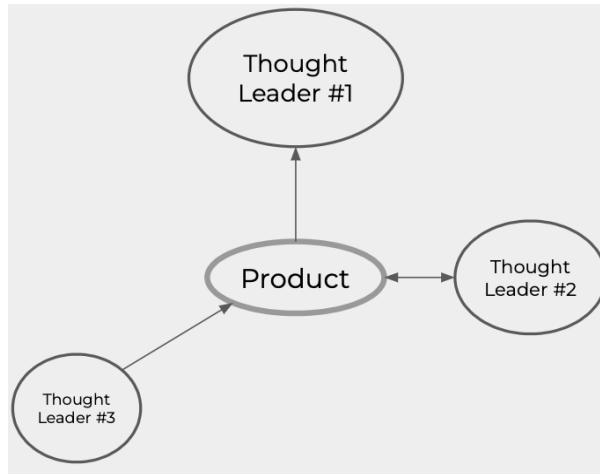
> ⚠️ **Caution:** Ensure your directional arrows are pointing the right way.

3.4. Identify a Social Creative (☆), Critical Thinker (❗), and Action Storyteller (@).

| Critical Thinker (❗)	Social Creative (☆)	Action Storyteller (@)
They can help drive the specifics	Attuned to the emotions and needs of the tribe	Person who can help connect the tribe and take action
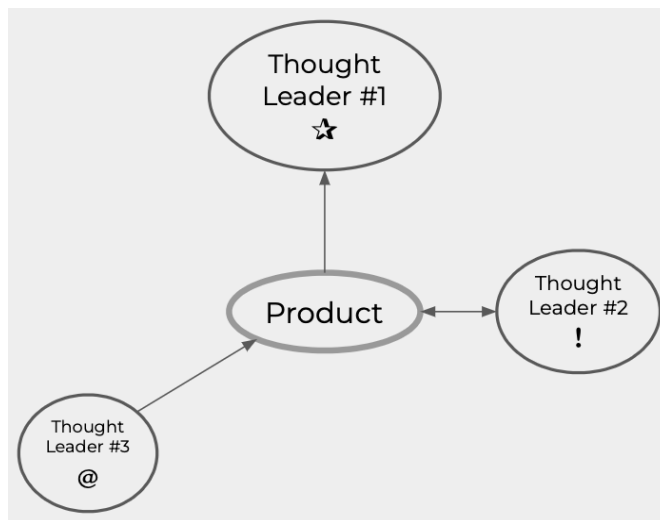
3.5. Draw lines to connect Social Creative (☆), Critical Thinker (❗), and Action Storyteller (@) to thought leaders and your network.
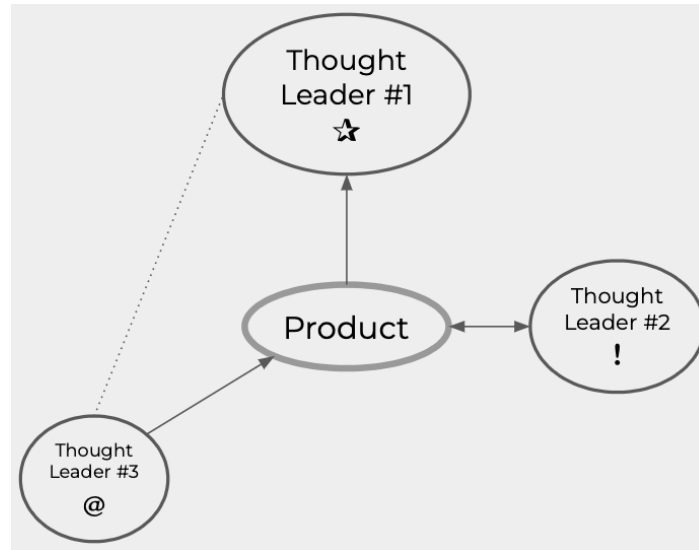
> 💡 **Hot Tip:** A dotted line indicates a connection between influencers while a solid line with arrow indicates a path of influence.

4. Establish conversations
   4.1. Strategize to find the person within your 6 degrees of separation and set up conversations with your first triad (top two influencers + you).

> ⚠️ **Caution:** Don't call it an interview; call it a conversation. Influencers may not want to be "interviewed" but are generally happy with conversations.
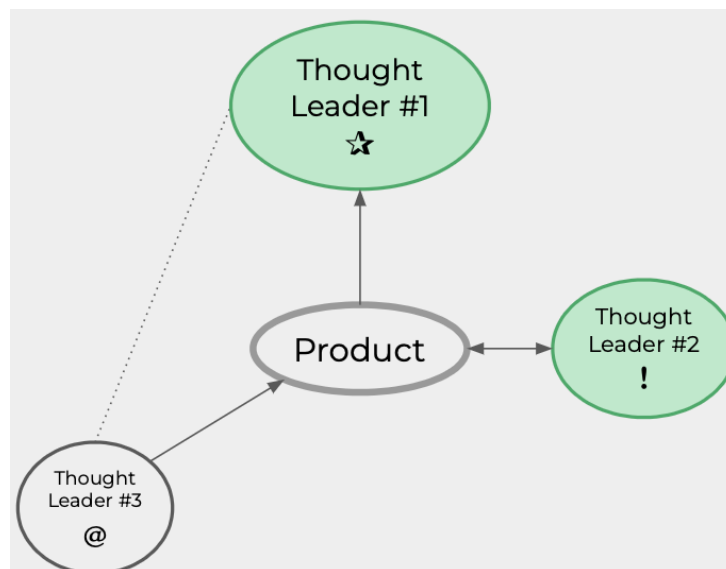

   4.2. Ask these two influencers to identify additional people they believe are important in your product positioning and influence strategy.

> **Caution:** Think about who you are willing to approach to have a design-focused conversation with. You don't want to be unprepared to speak to them without a proper elevator pitch. Without the proper approach, you can miss a vital connection.

> **Hot Tip:** If you have someone in your network already who is connected to your critical thinkers (☆), social creatives (❗), and action storytellers (@), consider how you can ask them to connect you (Ex. storyteller).
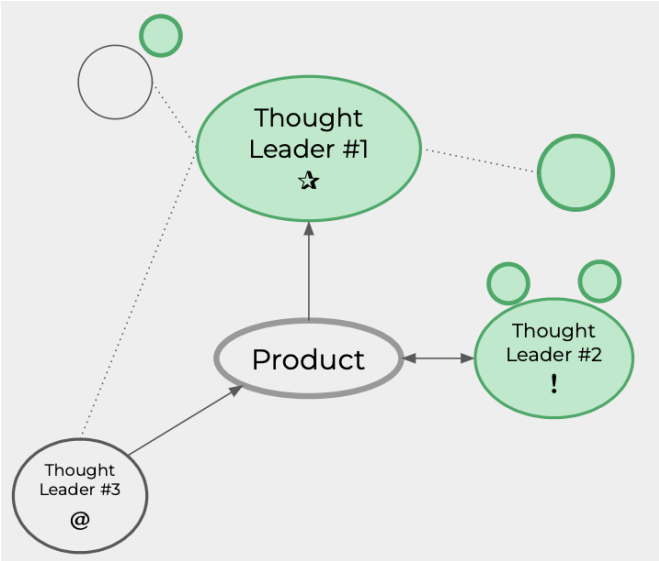

4.3. Grow your triadic map to 25 - 50 influencers.

    4.3.1. You will know you have an adequate amount of influencers on your map when you hit tribal max growth at 150.
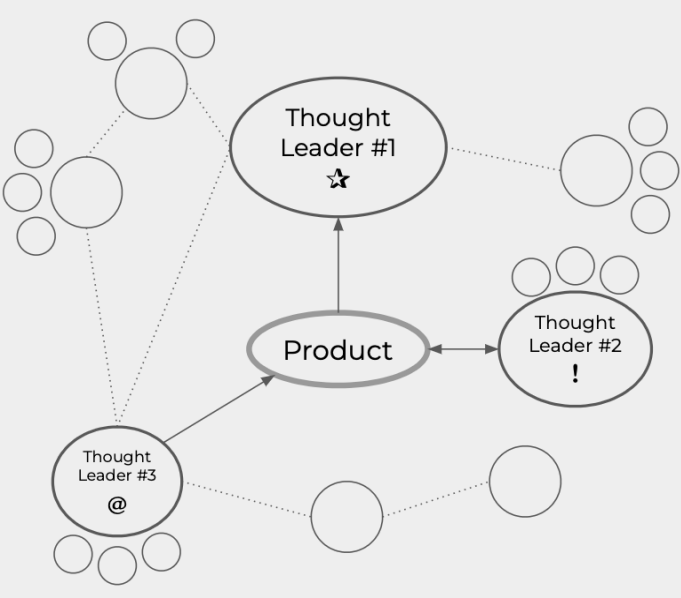
4.4. Update your triadic map as your problem statement evolves.
  4.4.1. Listen to your triad. Let them influence you in your product positioning.
  4.4.2. Are you connecting on a spiritual level? Is the process happening naturally? Is it being forced?
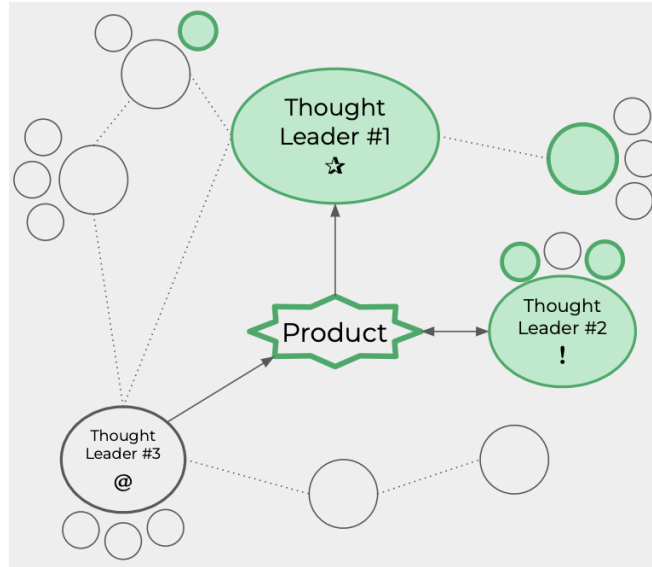
5. Update and refine your PNB and your problem statement.
  5.1. Did your problem statement change as you started to map your influencers and determine their ability to help you?
    5.1.1. If not, you may not have the value you need to make your product or innovation successful.
      5.1.1.1. Return to your AVB.
  5.2. Your problem statement should be changing as your influence map influences your positioning.

> 💡 **Hot Tip:** Is your spiritual energy connected? Is the process happening naturally? Is it being forced?

> ⚠️ **Caution:** Your problem statement should change as you reach out to your influencers. You should be learning from your influencers as much as they are helping you.

Critical Tasks Your Training Will Address
- Definitions of critical thinkers, social creatives, and action storytellers as influencers.
- Ability to pivot and change direction (potential for space to draft and re-draft problem statements or triadic influences).
- Connection to/map to: is the product meaningful, impactful, and simple. These are key concepts for someone to be successful in this process.

What Is Critical, Difficult, and Complex
- Critical: the process of prerequisites and thorough completion of the map (as well as revisiting the prerequisites for updating through the process); not a linear process.
- Difficult: facilitating business owners to adjust their problem statement through the process of developing their problem statements and triadic maps.
- Complex: creating triadic maps or other systems thinking tools for use by the end-user to create influence maps.

Operating Assumptions
- All prerequisites will be completed ahead of the workshop, including the initial draft of the COPIS Model.
- Business owners and innovators are flexible and willing to adapt their processes.
- The learner has the capacity to move through the map to the completion of their strategy.
- The learning environment supports a job aid and infographic to support the learning experience, however, an expert facilitator is needed to ensure learners are on-track and have contextual knowledge, examples, and best practices for completing the Triadic Influence Map.