Next:
Common use cases

Micro Method

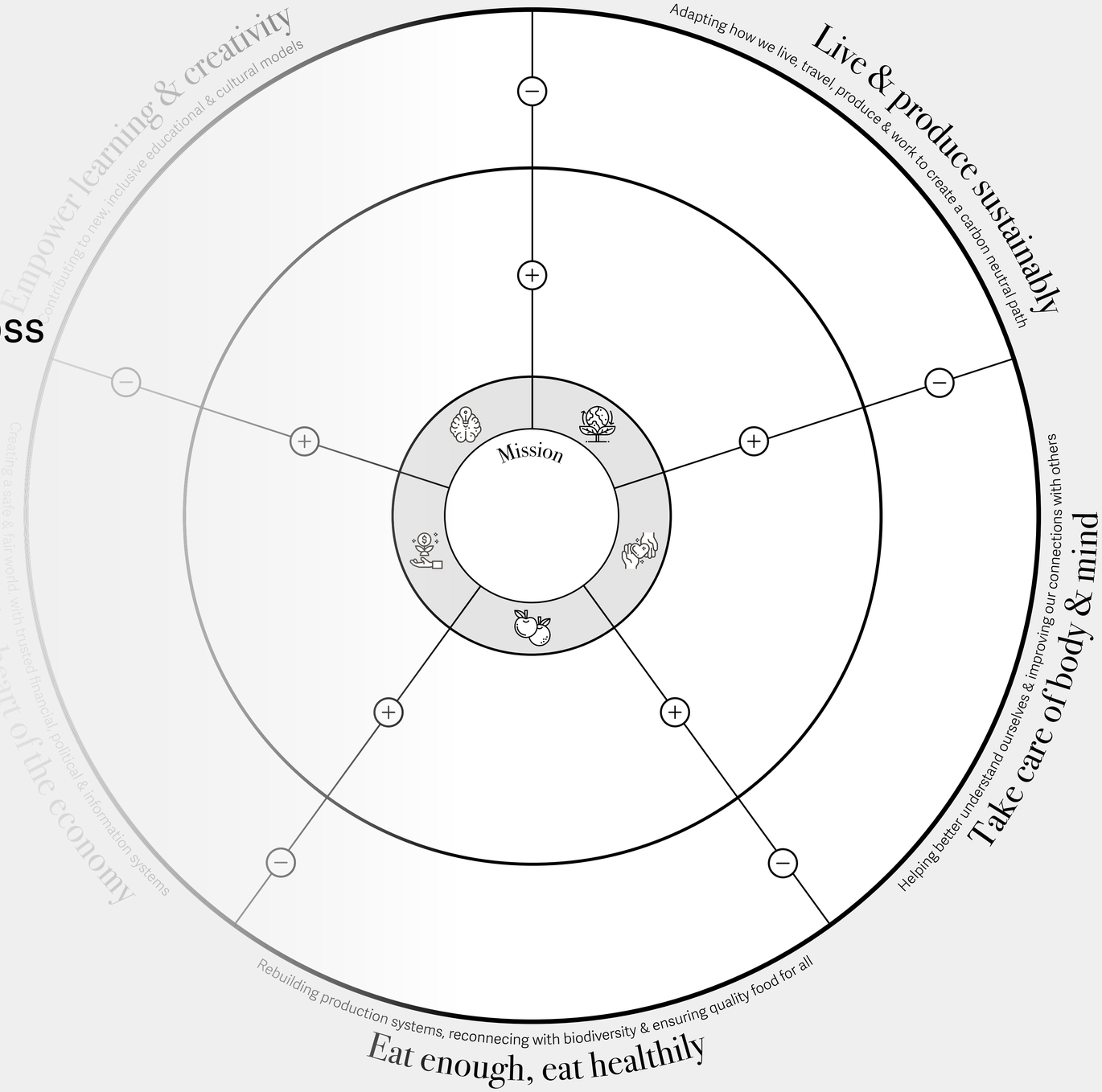
360° Impact Map v 0.2

Create a 360° view of a company's future by mapping positive and adverse impacts across five key societal and environmental areas.

Build compelling narratives, identify market-winning positions, engage stakeholders, and align growth & impact in future-proof, resilient ways.

- Live & produce sustainably
- Take care of body & mind
- Eat enough, eat healthily
- Put trust at the heart of the economy
- Empower learning & creativity

Learn more at **project-align.org/360-impact-map**



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Next: Instructions & tips

Use the 360° Impact Map to **help reframe commonly experienced tensions into long-term opportunities**

Tension

*I'm struggling to unlock a **market-leading position** that resonates with partners, customers or future investors!*

Opportunity

Tell stories of long-term success that resonate with diverse stakeholders.

- Which impacts will lead to truly positive outcomes and position us above competitors?
- How can we use the mapped impacts to engage and create narratives towards different stakeholders who have varying goals?

Tension

*It's a challenge **communicating long-term with our board & investors** who are more focused on the need for short-term business successes!*

Opportunity

Enable the board to make aligned decisions.

- Which impacts will help us clearly communicate our vision?
- How can we use the mapped impacts to demonstrate our biggest commercial opportunities?

Tension

*I have issues **trusting my team to make decisions** that support the long-term outcomes we want!*

Opportunity

Empower teams to develop aligned solutions.

- Which impacts reinforce our commitment to the mission, and will align employees with our vision?
- How can we use the mapped impacts to provide framing for decision making and accountability in every day work?

Tension

*I'm worried that despite best intentions, our products and services might end up **creating more harm than good!***

Opportunity

Prepare for long-term resilience and adaptability.

- Which potential adverse impacts do we need to develop risk management strategies around to mitigate them occurring?
- How can we use the mapped adverse impacts to understand which products or services might inadvertently have negative consequences and need rethinking?

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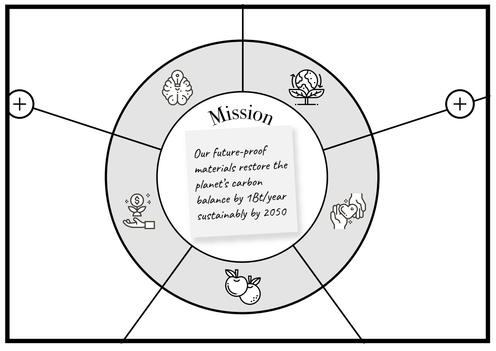
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Next: Use the 360° Impact Map

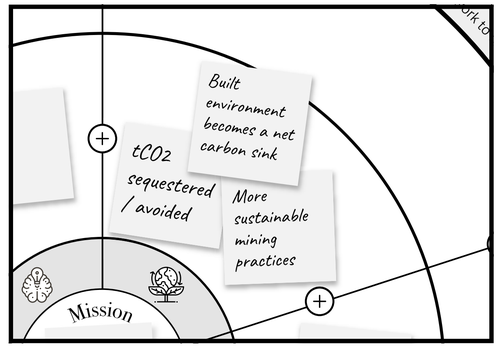
1



Reaffirm your mission

Begin by writing your company's mission in the centre.

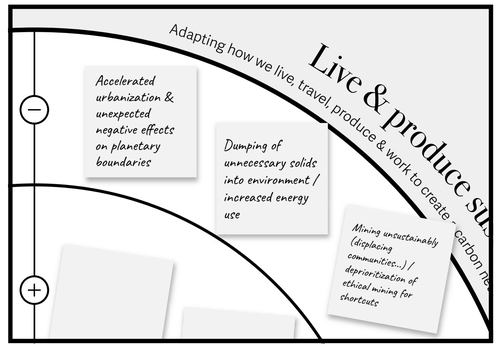
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Map positive impact

Identify the positive impacts you aim to achieve in each area long-term, considering areas you may not have previously identified as relevant.

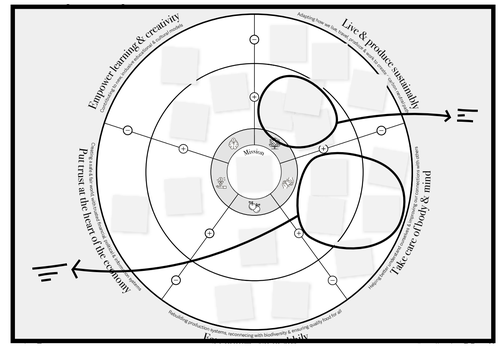
3



Map adverse impact

Outline potential long-term unintended adverse impacts or risks that may occur as a consequence of your progress.

4



Identify new insights

Summarise 3-4 concrete insights or opportunities you've discovered to guide your next steps.

Tips for success

Collaboration

Engage co-founders, leadership or team members from different departments to complete it together, encouraging shared ownership, sparking discussion and diversifying views.

New perspectives

Treat each societal and environmental area as alternative lenses through which people may view your company, or even map your partners or customers to gain a more holistic understanding of their business.

Actionable & iterative

Translate the insights from the map into stories for your team, investors, customers, or partners, and make it a habit to review at critical moments.

Use other Micro Methods

When completed alongside the Long-term Company Goals and Long-term Personal Goals Micro Methods, a truly aligned vision of the future can be created.

Practical bits

- The 360° Impact Map Micro Method is the last page of this PDF.
- Use in the format most suited to your needs: print it out and scribble on top, scale to A1 and gather round with post-it notes, embed into Miro, Figma or your favourite presentation tool and type on top.
- Designed for rapid ideation and collaboration, it's recommended to then discuss your findings and misalignments as a group, as well as document next steps.
- Learn more at **project-align.org/360-impact-map**

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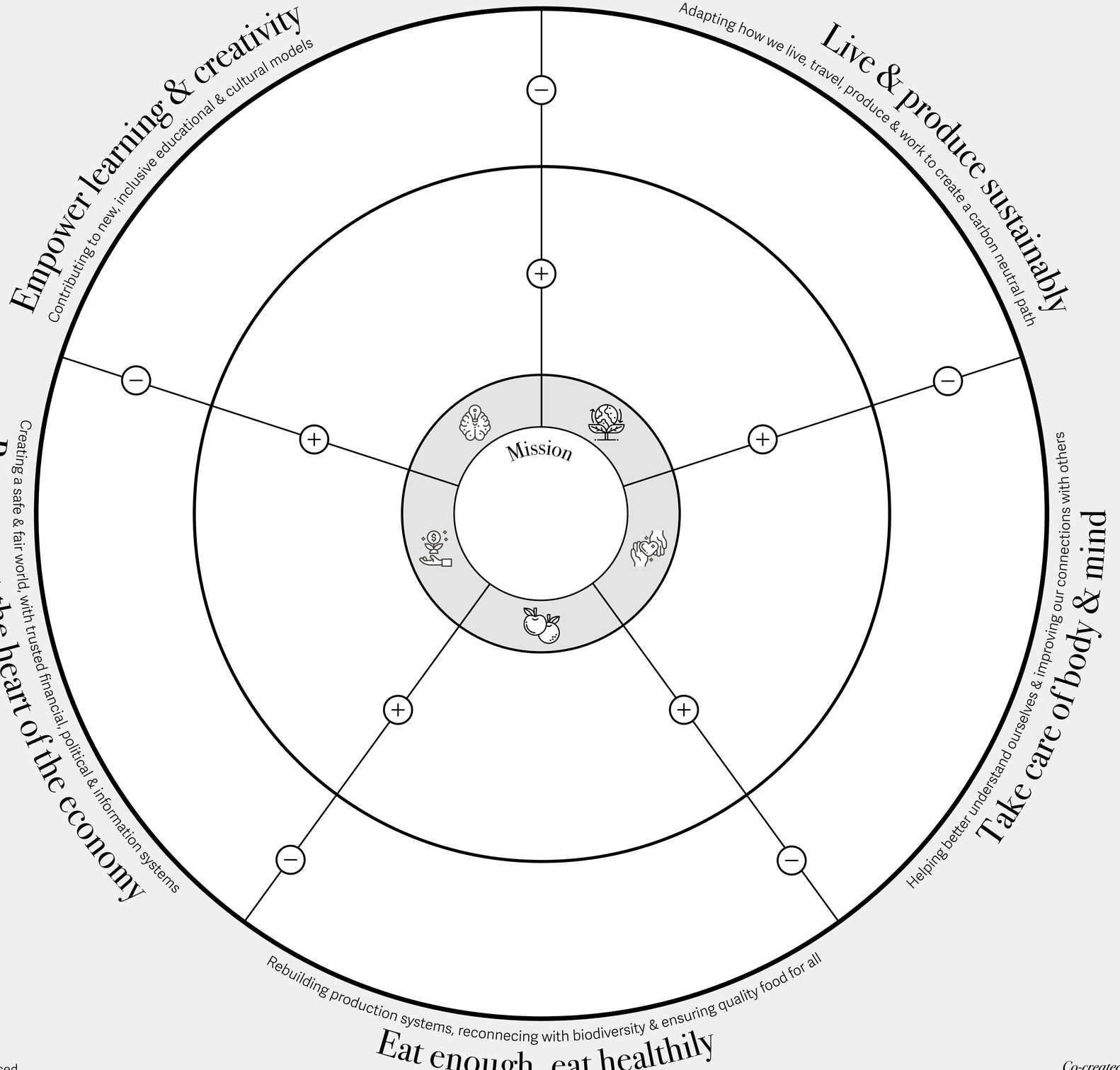
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