Next:
Common use cases

Micro Method

Ecosystem Map v 0.2

Position your company as the driving force behind its ecosystem, creating systemic change and lasting positive impact.

Map key players, align around a shared mission, and identify opportunities for collaboration, influence, and win/win outcomes.

- Ecosystem mission
- Primary mission driver
- Mission drivers
- Operational enablers
- External influencers

Learn more at **project-align.org/ecosystem-map**



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Ecosystem Map v 0.2

Next: Instructions & tips

Use the Ecosystem Map to **help reframe commonly experienced tensions into long-term opportunities**

Tension

*We want to influence systemic change, but **are unsure how to position our company as a leader** in the ecosystem!*

Opportunity

Become the primary driver of an ecosystem-wide mission.

- What systemic change are we trying to influence, and how can we phrase it as a collective mission that resonates with others?
- Why specifically will others care about this mission and want to consciously influence it?

Tension

*We are **struggling to identify the key players** in our ecosystem that will help drive meaningful progress!*

Opportunity

Map out the ideal partnerships to help reach your goals.

- Which organisations' activity or influence can directly or indirectly support our long-term ambitions?
- What steps can we take with them to initiate dialogue and demonstrate equal value flow?

Tension

*We're **finding it hard to create partnerships** that deliver mutual value and support our goals!*

Opportunity

Build meaningful relationships with win/win outcomes.

- What are the primary drivers and incentives of each potential partner, and how can we design a value-proposition that communicates win/win outcomes?
- What commercial outcomes will ensure a mutually beneficial relationship long-term?

Tension

*I'm finding it hard to **convince my co-founders, colleagues and board** that our best chance of success is by collaborating with others!*

Opportunity

Demonstrate how an ecosystemic strategy increases the likelihood of long-term success.

- Which organisations with similar drivers could we partner with to improve each others' chances of success?
- Which organisations hold influence to change the landscape in a way that improves our chances of success?

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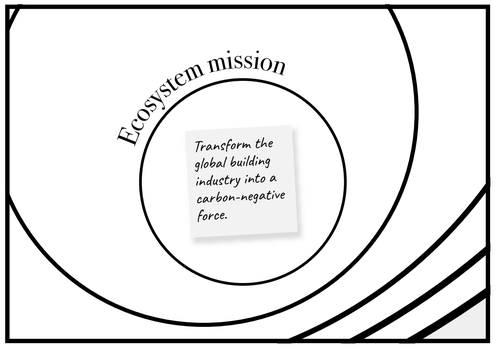
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Ecosystem Map v 0.2

Next:
Use the Ecosystem Map

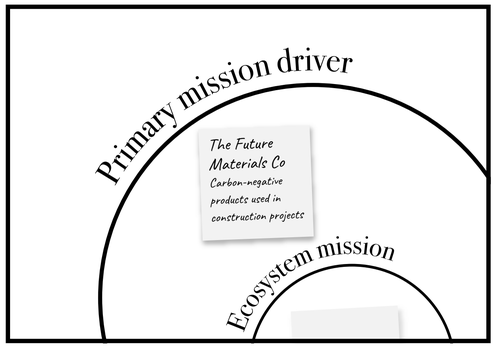
1



Define ecosystem mission

Start by identifying the unifying purpose that connects all entities in your ecosystem - the systemic change that success will lead to.

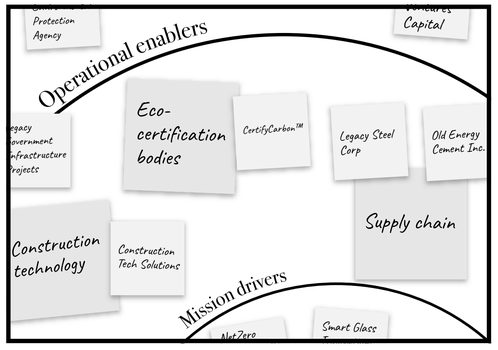
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Position your company

Place your company as the primary mission driver, considering how your mission aligns with and supports the broader ecosystem's.

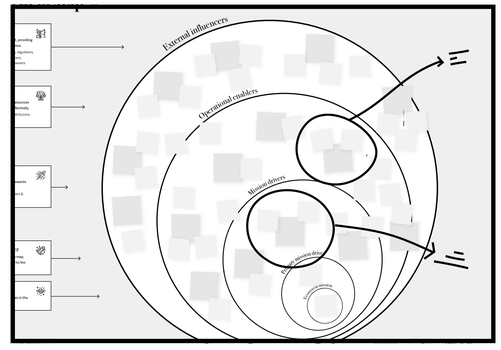
3



Map ecosystem players

Using proximity to show relationships between entities or industry clusters, map the ecosystem in relevant categories across the map.

4



Highlight opportunities

Analyse your map to identify keystones, customers, service providers, suppliers, competitors, and other potential opportunities for collaboration and influence.

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.

Alternative views

Map your ecosystem more than once. Each time consider how different positioning of your company influences who is in the ecosystem, how the ecosystem mission changes, and how it ultimately informs the relationships you need to build.

Actionable & iterative

Translate the insights from the map into clear strategic actions to engage the ecosystem, and continously review it as you learn more.

Use other Micro Methods

When completed alongside the Long-term Company Goals and 360° Impact Analysis Micro Methods, a truly aligned vision of the future can be created.

Practical bits

- The Ecosystem 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 as a group and document your next steps.
- Learn more at **project-align.org/ecosystem-map**

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Ecosystem Map v 0.2

Company:

Created by:

Date:

External influencers

Shaping the external environment, providing resources, regulations, and guidance.

e.g. investors, innovation enablers, regulators, advocacy groups (NGOs), freelancers, technology providers & platform owners

Operational enablers

Providing essential support and resources to keep the ecosystem running effectively.

Eg suppliers, service providers, distributors, customers & competitors

Mission drivers

Actively pushing the ecosystem towards completing its mission.

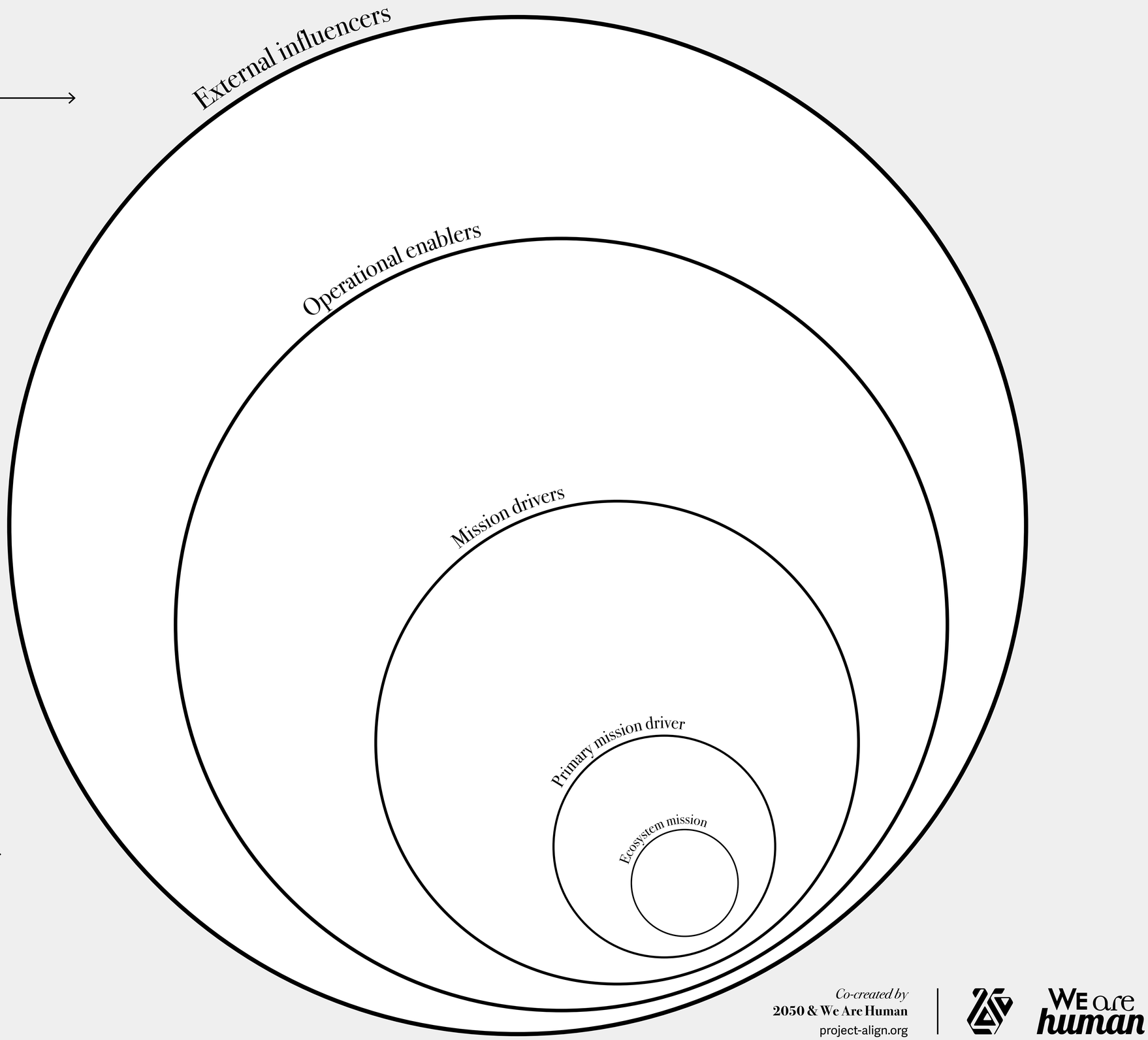
e.g. core companies, complementers & partners

Primary mission driver

The entity filling in the ecosystem map, whose mission is intrinsically tied to the broader ecosystem mission.

Ecosystem mission

The unifying purpose for all entities in the ecosystem.



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