What is Strategy Mapping?

A grassroots approach to fundamental work that...

- Identifies the customer and what they value.
- Helps teams learn to make decisions with data.
- Links employee work to agency outcomes.
- Reveals opportunities to improve.
- Describes a team’s hypotheses, “IF we do these core processes well, THEN we will have these outcomes.”
- Chooses measures to tell if the work is going well.
- Encourages visual management.
- Fosters collaborative problem solving.
- Requires a supportive culture of safety, trust, respect, and learning.