

Has your job changed?

Do you want to change your job?

Do you want to better understand other people's jobs?

# Map Your Job!

These slides provide detailed instructions

on a free, fast, effective and easy way

to map, evaluate and find actions to improve

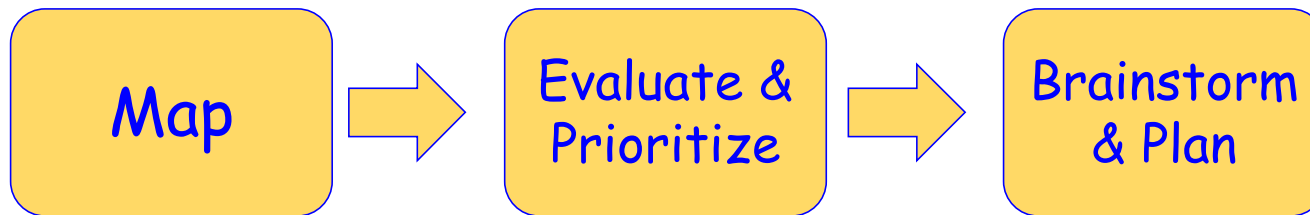
**YOUR JOB, your team members' jobs, or ANY job**

And for "*Why Map Your Job!*" see  
[howtomapyourjob.com/why](http://howtomapyourjob.com/why)

# Level 1

Is this something you want to try?

What are the major "How To" stages of  
Map Your Job?



## What you need to learn this skill and Map Your Job

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- 5 to 10 pieces of letter-size paper
- A pencil
- An eraser
- **What you already know, think and feel about your job**
- Ability to draw basic shapes
- Ability to write short phrases
- Ability to follow basic instructions
- **About an hour to start producing eye-opening results**

The "Map Your Job" method is a simplified version  
of the ActionMap® Toolkit™ method  
for process change, development and improvement

ActionMap has been used in over 100 workshops  
with organizations including those shown here

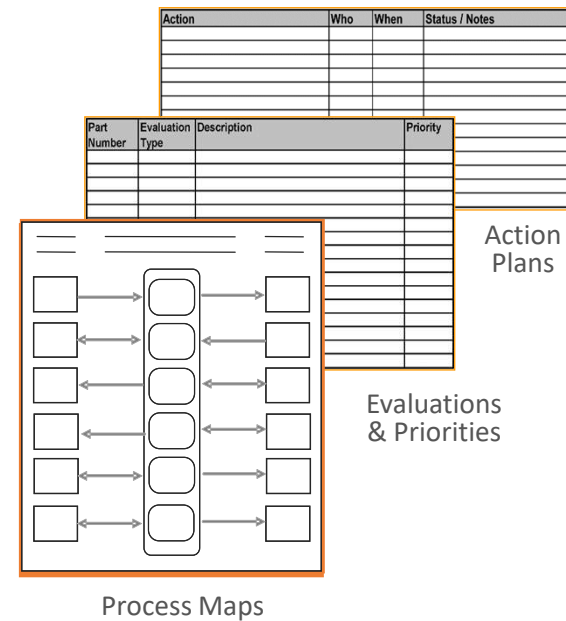
|                              |                                 |                     |                        |                |
|------------------------------|---------------------------------|---------------------|------------------------|----------------|
| <b>HP</b>                    | <b>Target</b>                   | <b>Chevron</b>      | <b>GAP</b>             | <b>ConAgra</b> |
| <b>Kaiser<br/>Permanente</b> | <b>Intel</b>                    | SoCalGas            | National Semiconductor |                |
| San Francisco Chronicle      | City of Fairfield               | City of San Leandro |                        |                |
| Placer County Water Agency   | Alameda Unified School District |                     |                        |                |

This slide deck contains all the instructions you  
need to learn and apply the same method  
used in those workshops

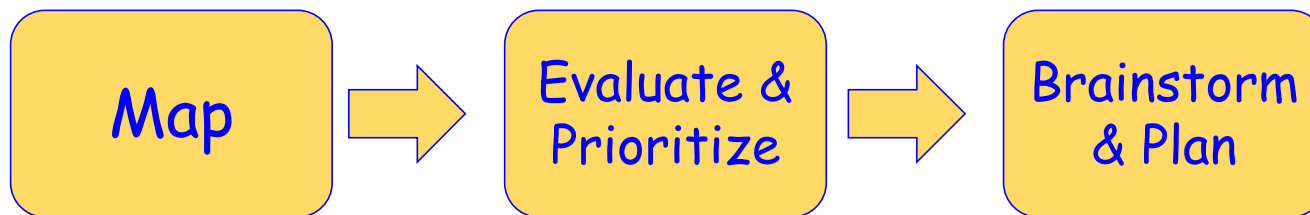
These instructions are based on needing only **pencil and paper**.

The techniques can **also** be applied to flip charts and white boards, for sharing with groups.

The diagram and list formats can further be created using office automation tools like PowerPoint and Excel, for digital sharing.



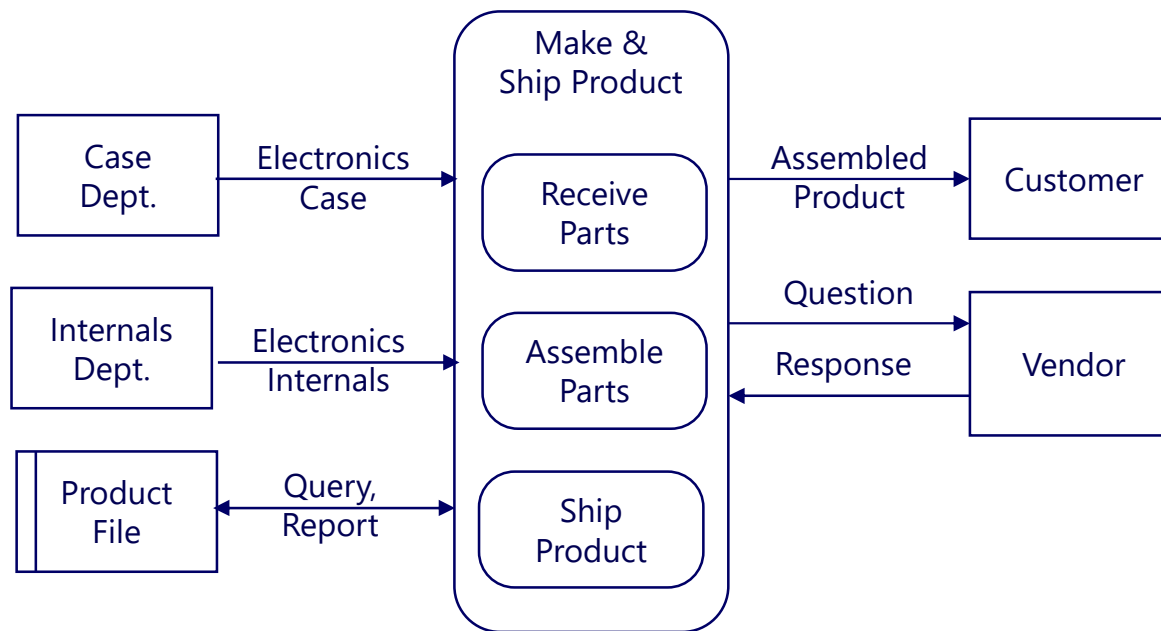
Let's take a quick look  
at each of the major stages  
in "Map Your Job!"



# Map

Use easy-to-follow steps to draw a Map that displays all the major actions and interactions of your job in one view

## Example of a Simple Map

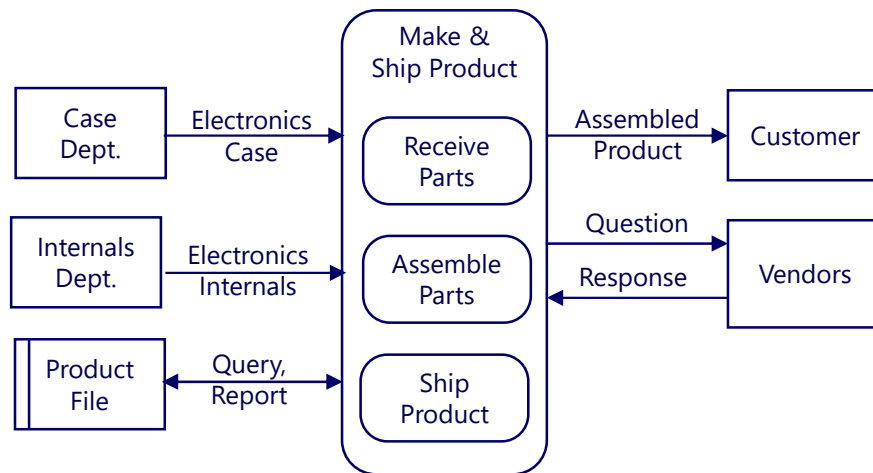


All Maps have this same basic layout, with the same kinds of shapes



# Evaluate

For each part on the Map, think about and write down every goal, issue or change idea you have for that part of your job.



Evaluations can be much more specific and have many more words. Try to keep them simple and focused on individual map parts when possible.

## Evaluations

G = Goal

I = Issue

CI - Change Idea

N = Note

G: More customer feedback

I: Slow responses from some Vendors

CI: Add entry date to Product File queries

I: Occasional quality problem with internals

N: Shipment count on average 20/day

G: Increase speed of parts assembly

# Prioritize

Add priorities to estimate the importance of each evaluation in terms of taking action:

A = "Do Next"

B = "Do After the A's"

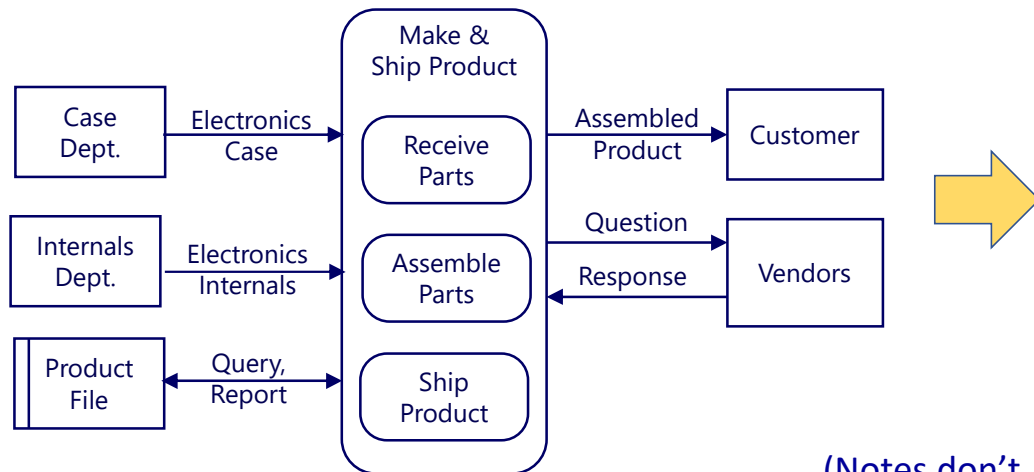
C = "Maybe Do Never"

## Priorities

A = "Do Next"

B = "Do After the A's"

C = "Maybe Do Never"



(Notes don't have priorities)

G: More customer feedback (A)

I: Slow responses from some Vendors (B)

CI: Add entry date to Product File queries (C)

I: Occasional quality problem with internals (A)

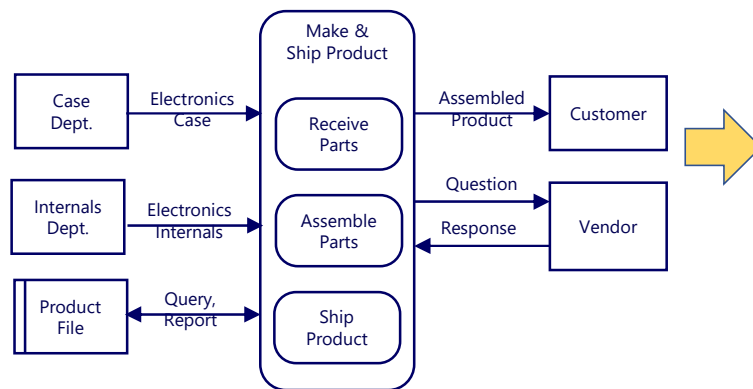
N: Shipment count on average 20/day

G: Increase speed of parts assembly (B)

# Brainstorm and Plan

Starting with the high priority evaluations, imagine and write down things you can do, starting right now, to change your job in ways that you want

Brainstorm Proposed Changes & capture Action Items to implement them



- G: More customer feedback (A)
- I: Slow responses from some Vendors (B)
- CI: Add entry date to Product File queries (C)
- I: Occasional quality problem with internals (A)
- N: Shipment count on average 20/day
- G: Increase speed of parts assembly (B)

- Design customer feedback form
- Review feedback form with trusted customers
- More detailed logging of quality issues
- Set up meeting to review quality log with Internals Dept.

90% of the value in Map Your Job  
will come from the first three stages:



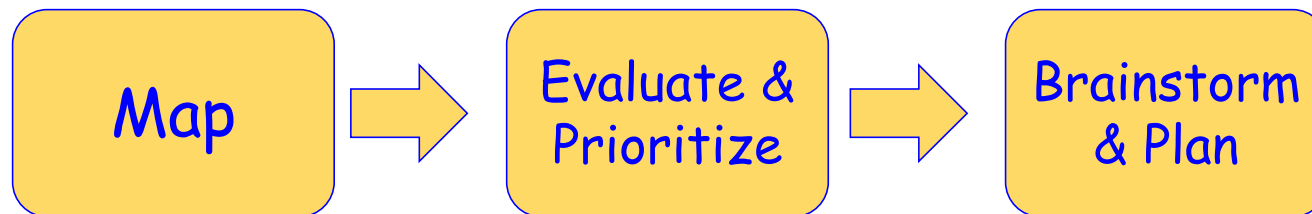
"Brainstorm" and "Plan"  
are based on standard group meeting techniques,  
powered with the information from the Maps and Evaluations

Additional details for those stages can be found at the  
ActionMap help site: <https://support.actionmap.com>

# Level 2

These are the basic steps  
that you can use to get started

Now let's look at *more detail*  
for each of the major stages  
in "Map Your Job!"

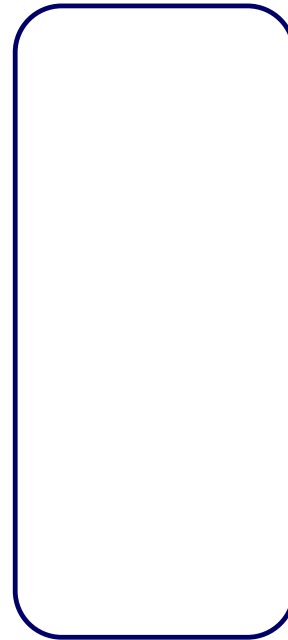


Stage 1:

Map

Basic skill requirement #1:  
Draw shapes like this

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Basic skill requirement #2:  
Label the shapes like this

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Case  
Dept.

Product  
File



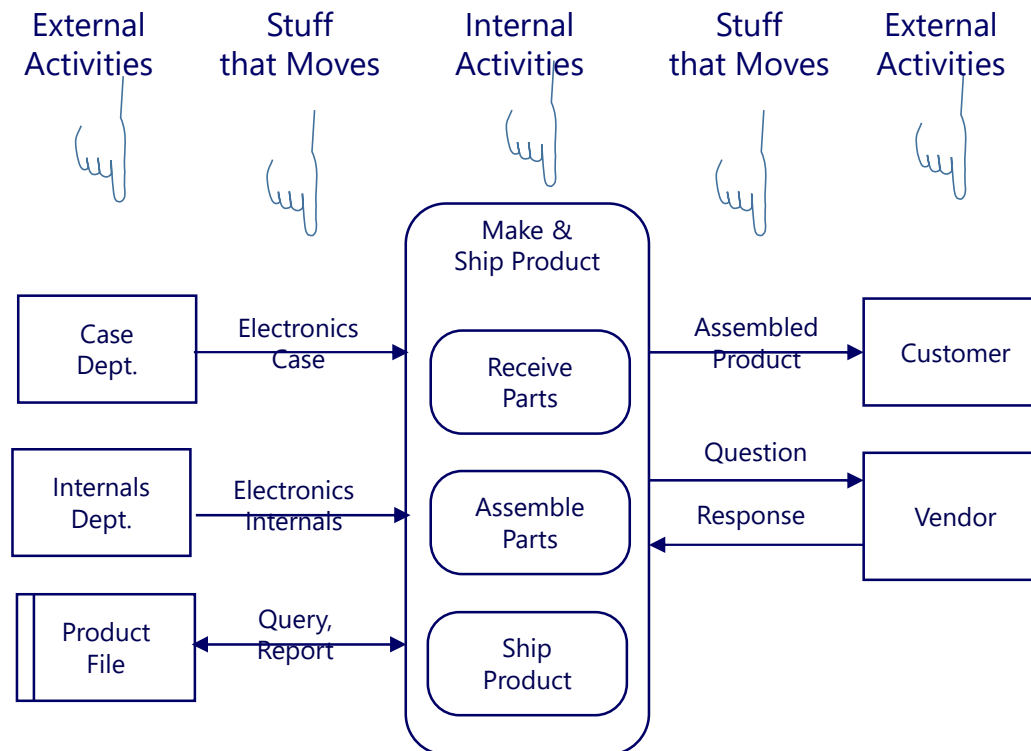
Assemble  
Parts

Make &  
Ship Product

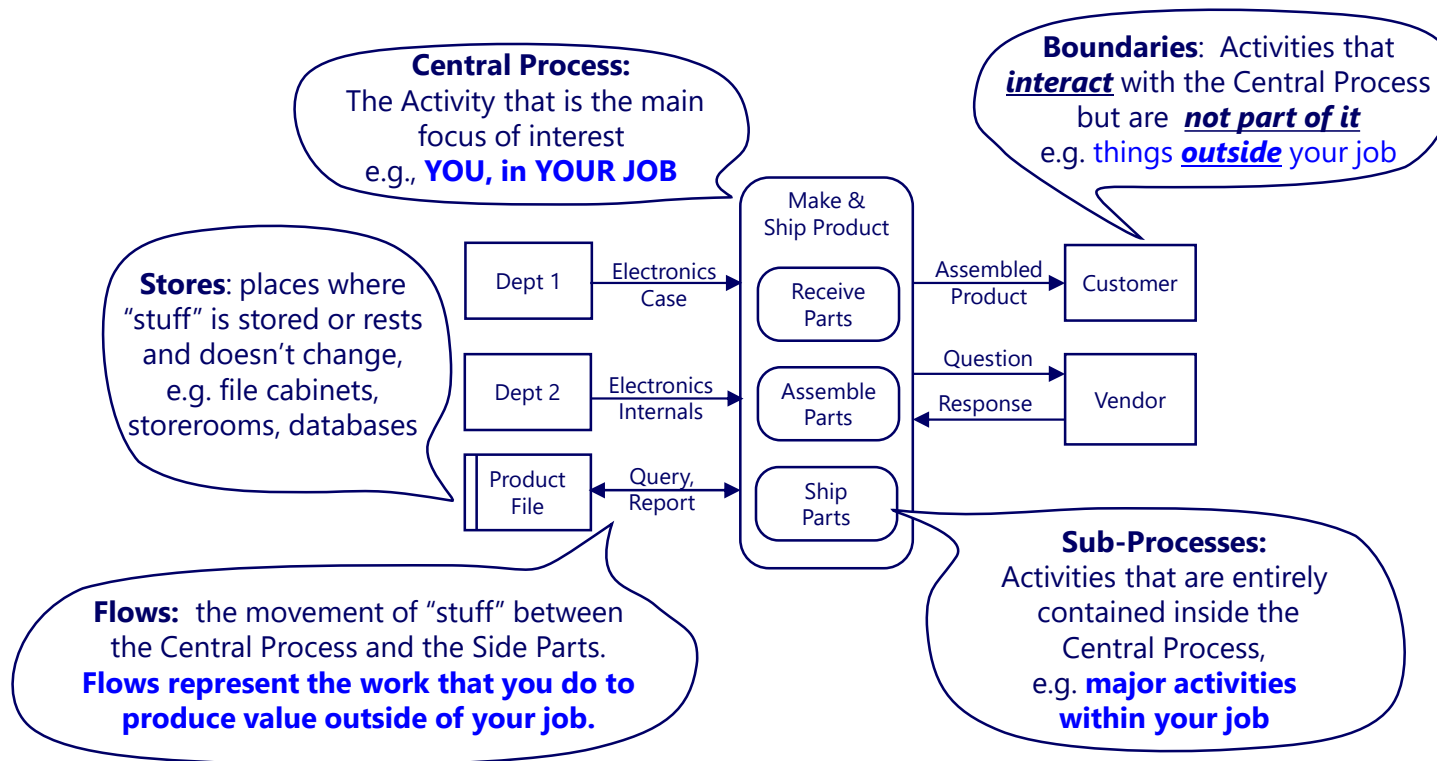
Basic skill requirement #3:  
Assemble the Map parts like this:

Maps always have the same basic layout

The shapes are always in the same general locations on the Maps

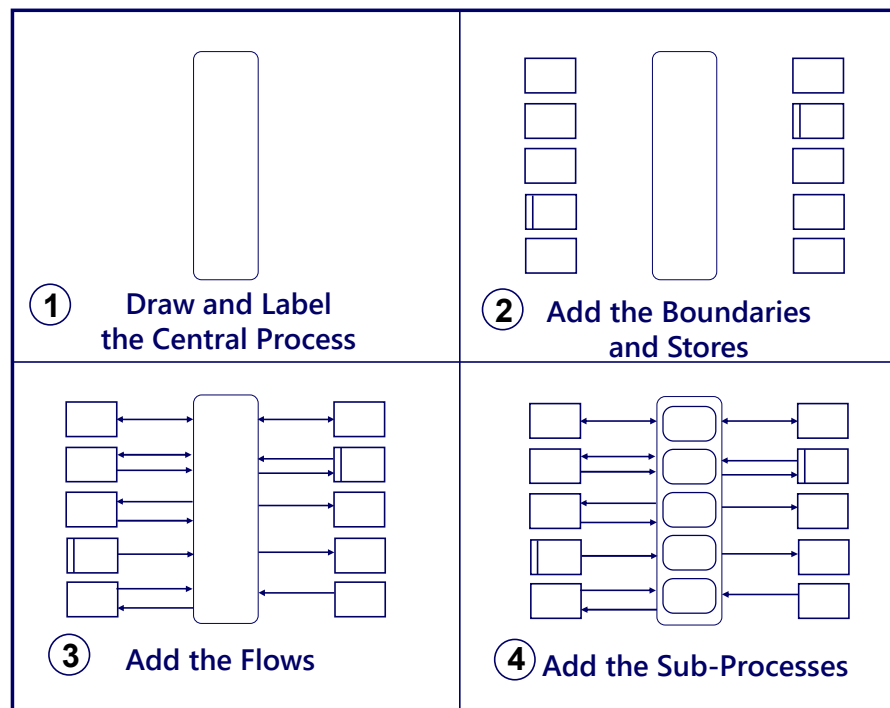


# All Maps are made with only these five parts



## A standard sequence for building the maps

You can add the Map parts in any sequence.  
This sequence is good for learning, and it always works.

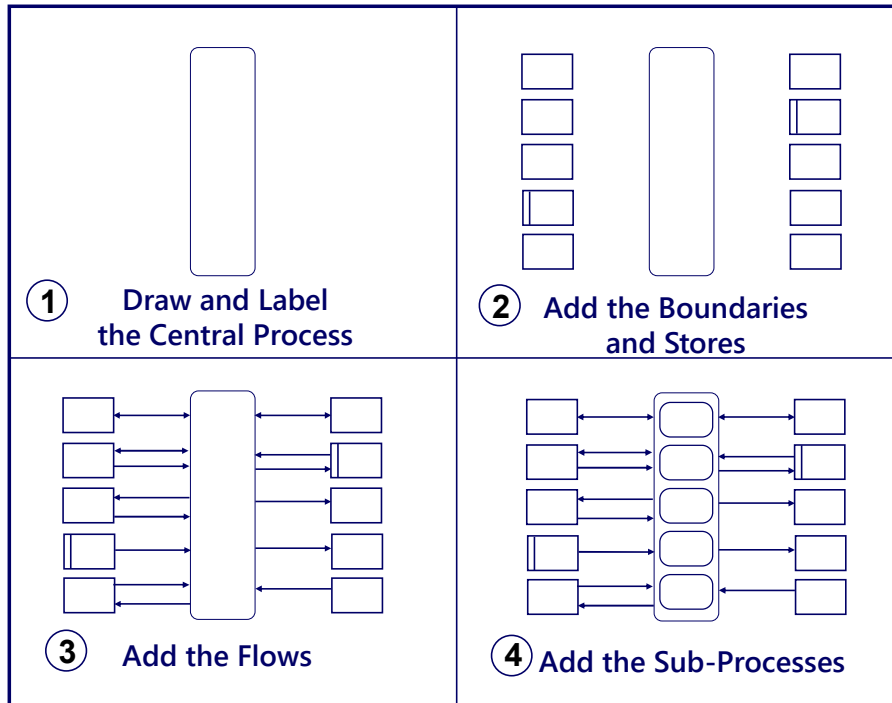


Think of it like filling in the blanks on a form.

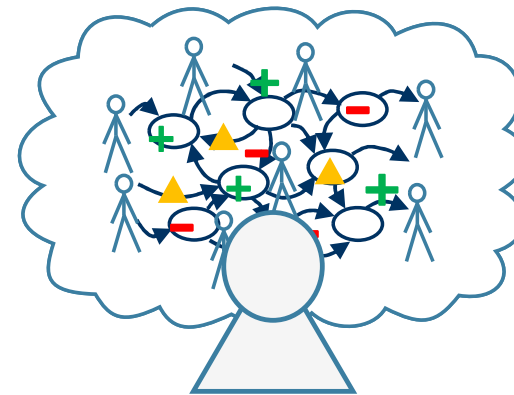
The shapes always mean the same thing, and they are always in the same general location on the Map.

Think about what happens in your job, and add the parts and their labels to represent your work.

# Where do the Map Parts come from?

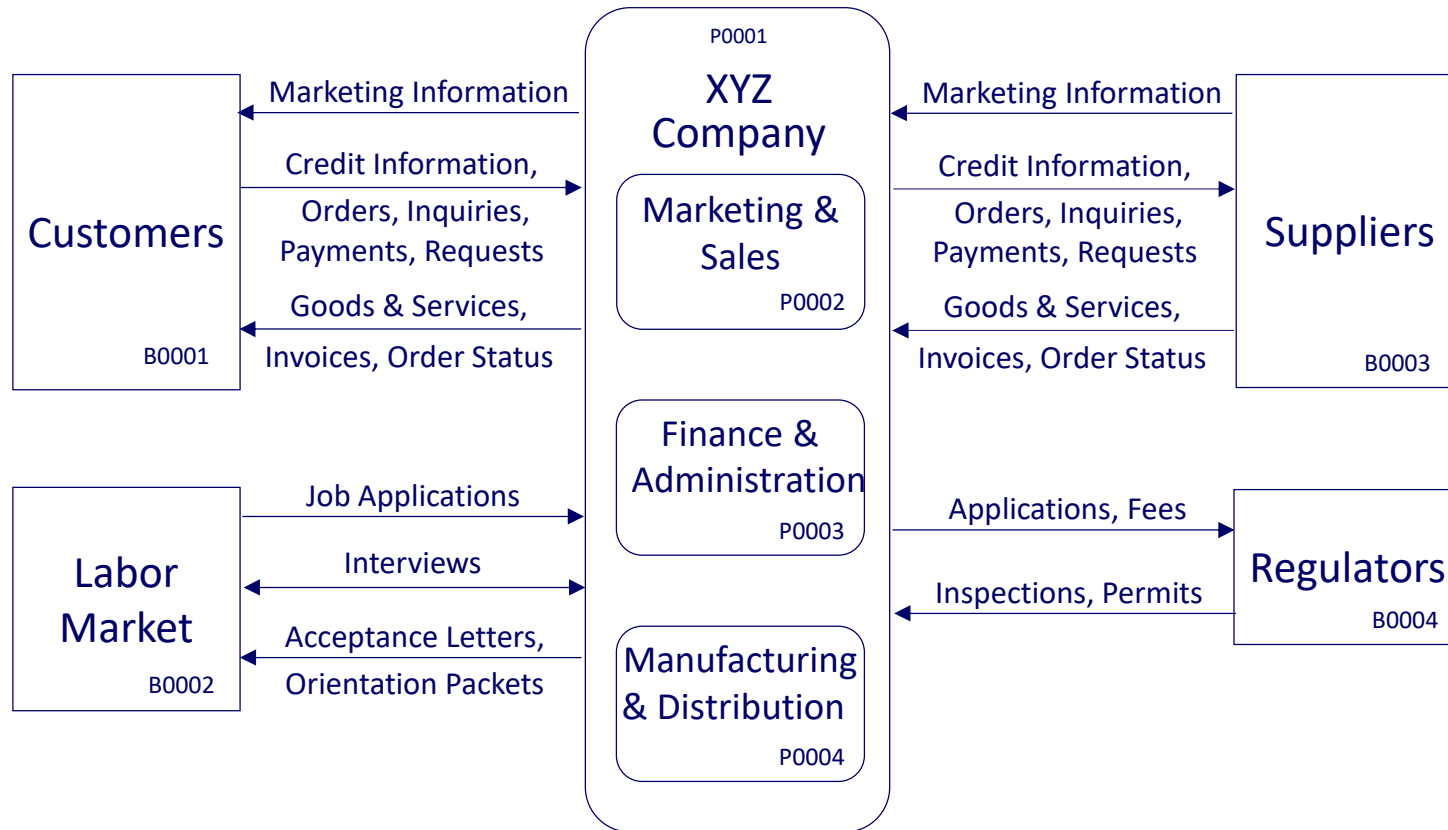


The Map Parts come from what you already know about your job

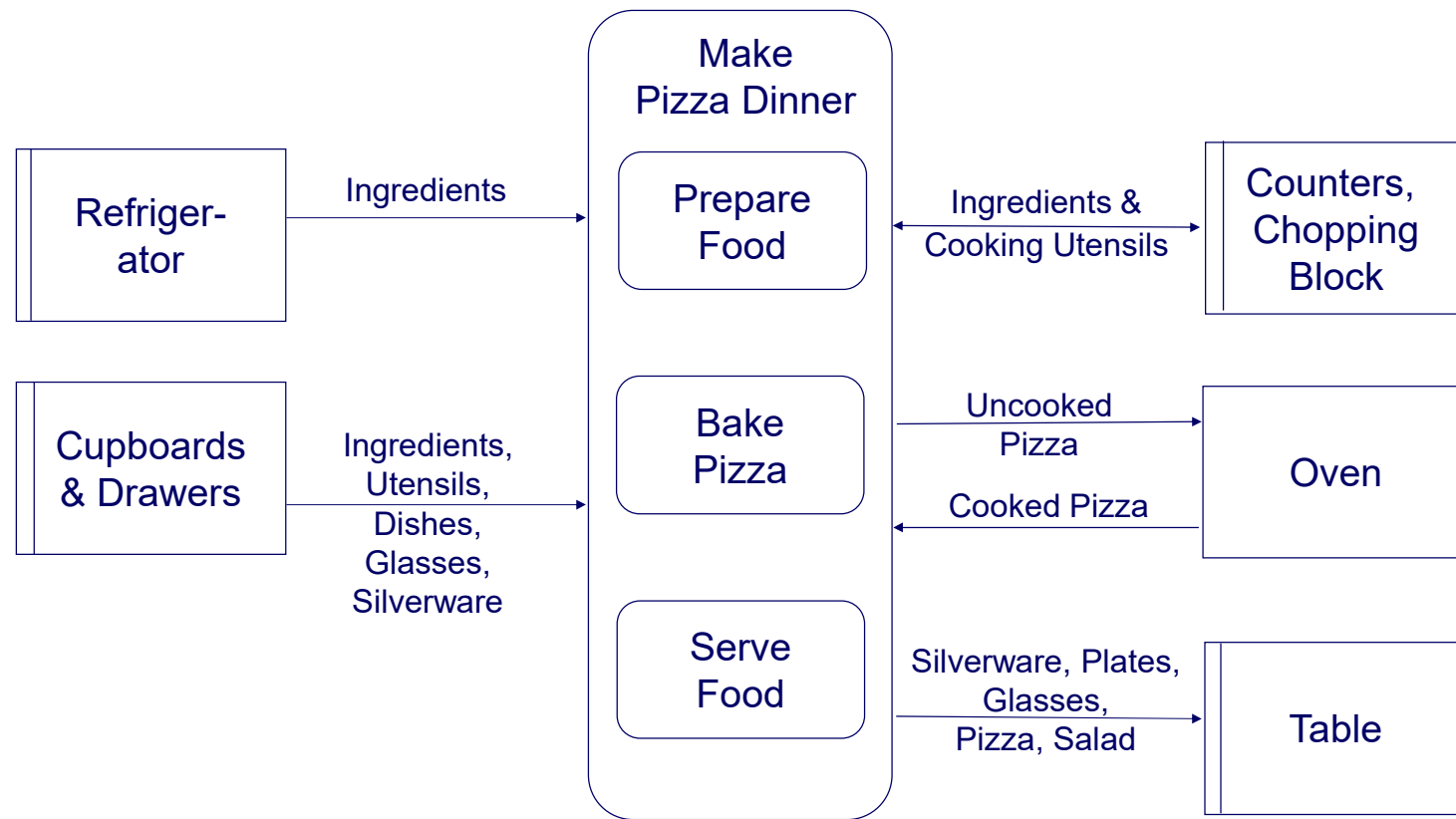


1. Draw the graphic
2. Think about what the graphic means (previous slide)
3. Label the map parts with what you know that happens in your job

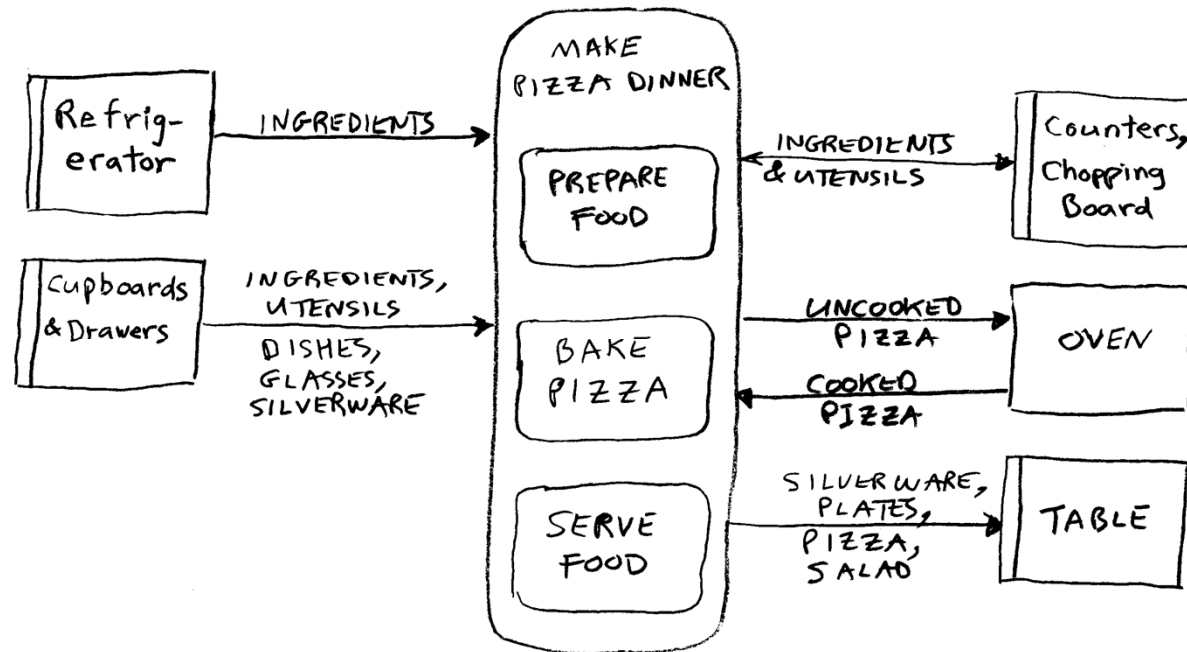
With that procedure you can make maps like this:



Or this:



The maps work fine if they look like this:

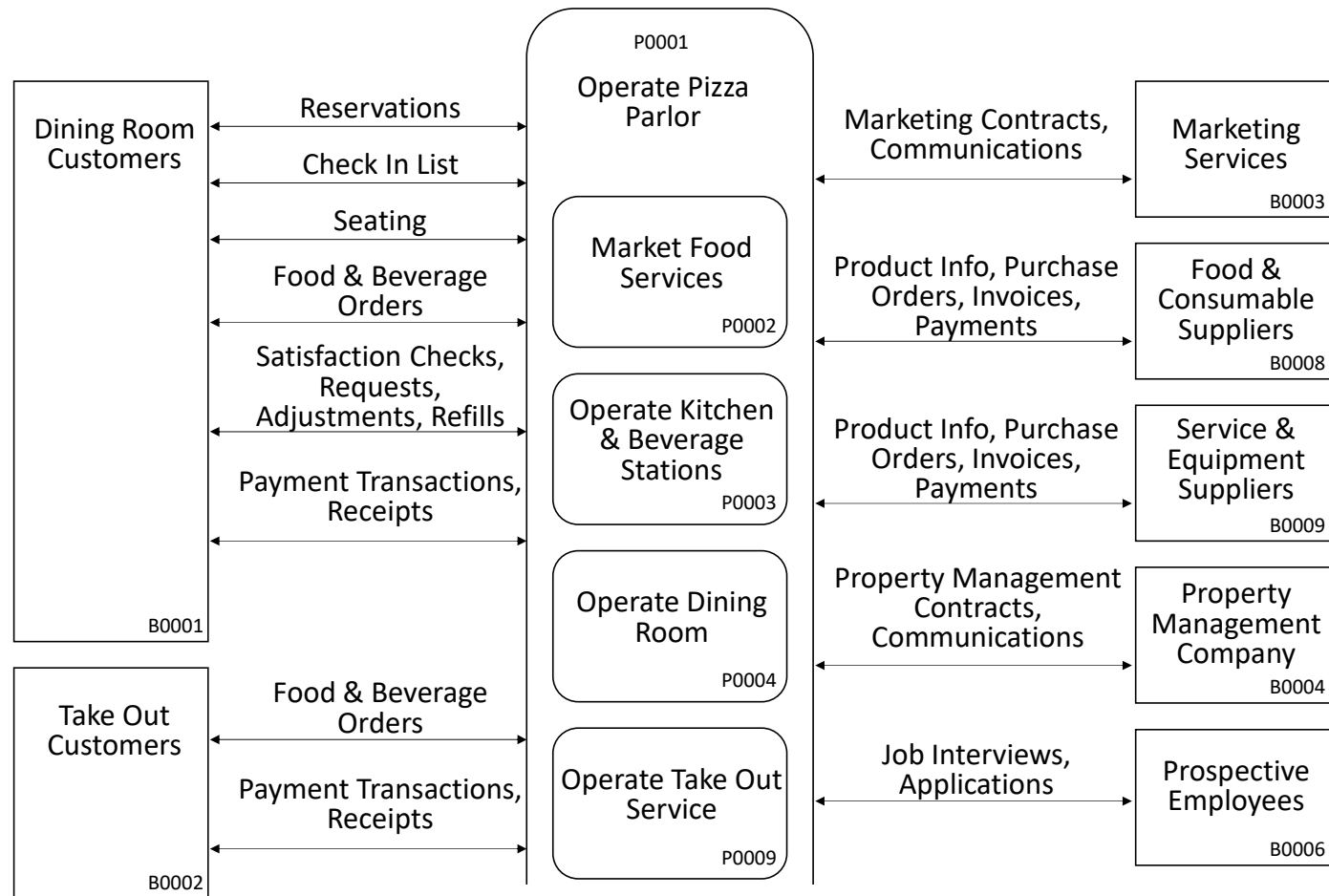


Even more flexibility is possible, and the maps still work

And you can use a graphics drawing tool such as PowerPoint if you would like

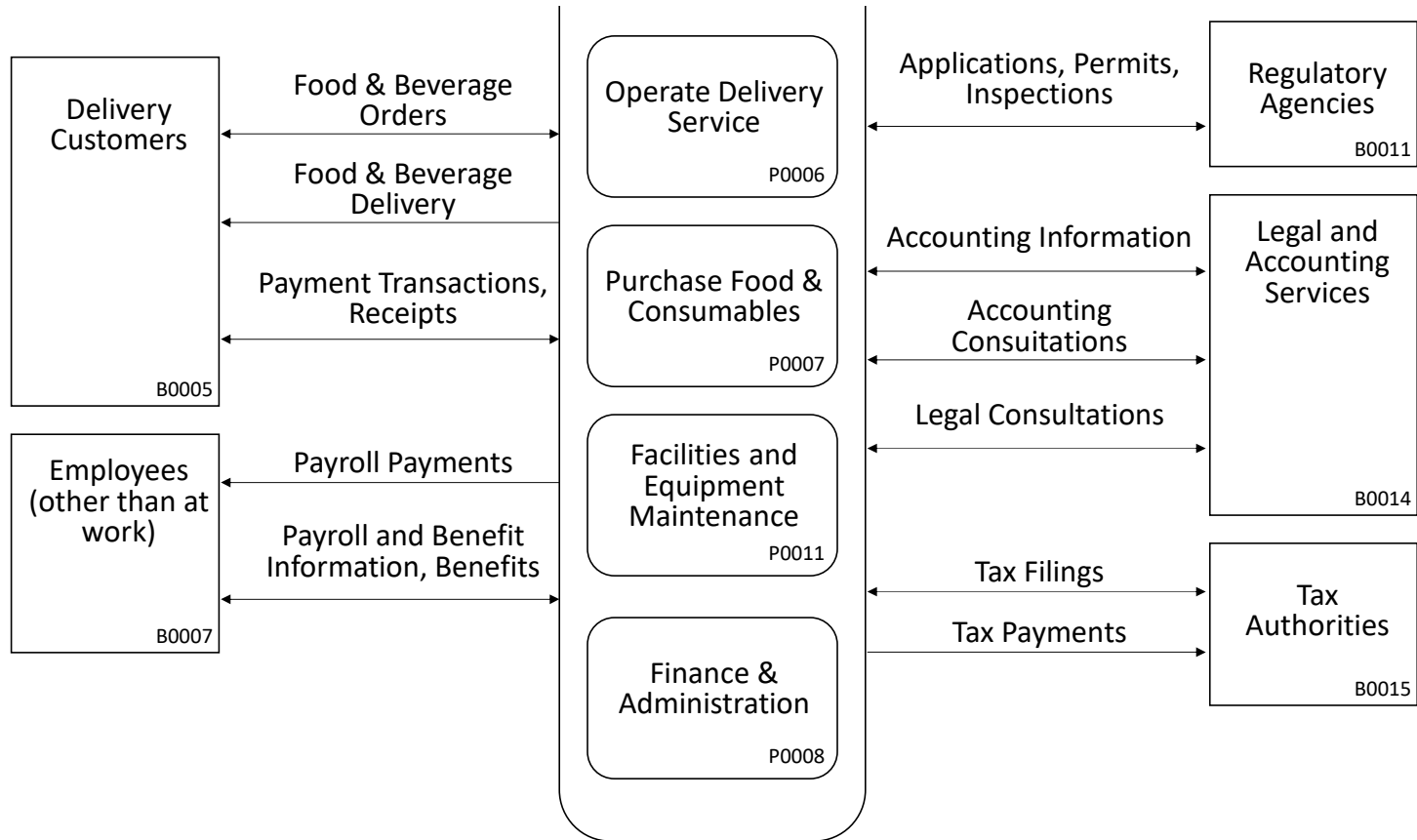


# Maps can be as complex as this: (or even more so, if your job is that complex)



(continues on next page)

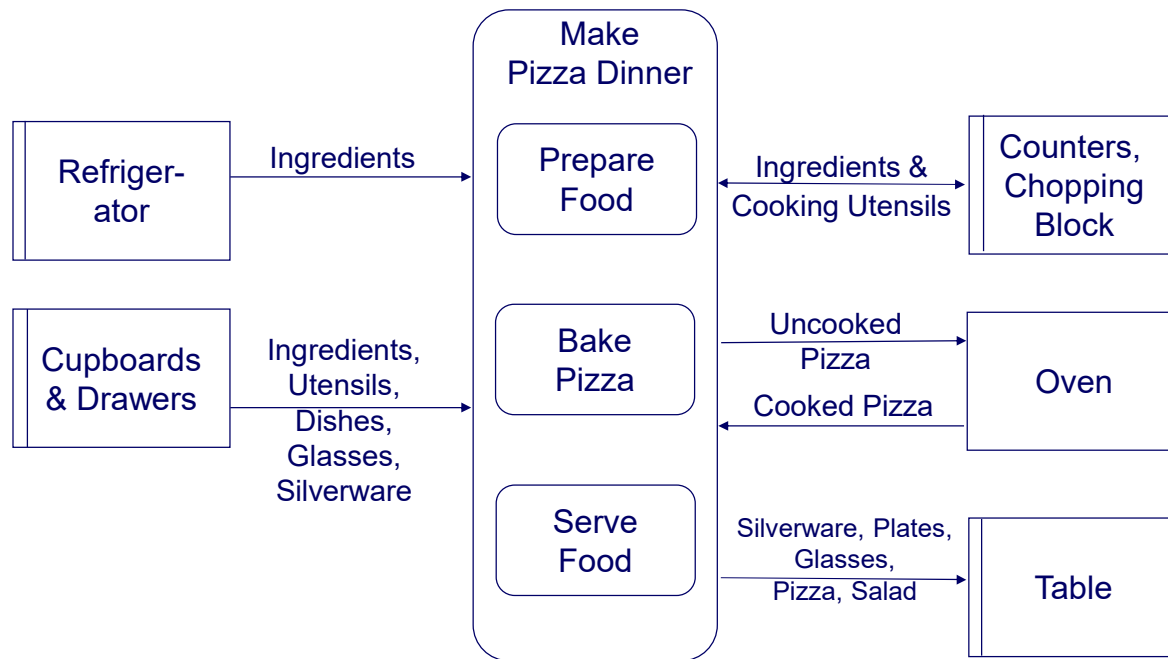
## (a complex Map, continued)



# Exercise #1: Hand copy this map

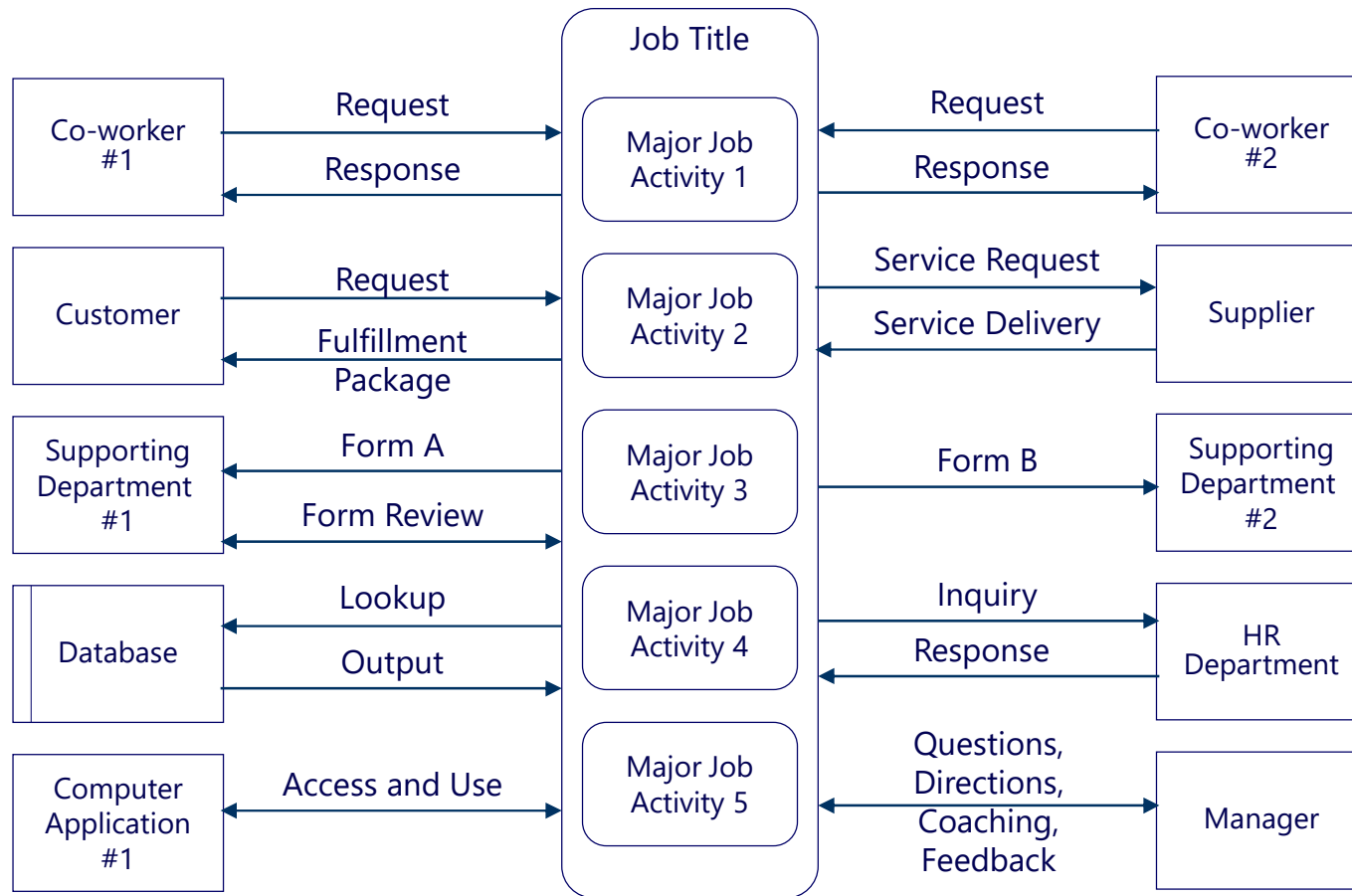
Why this exercise?

Because "Map Your Job" is a performance-based skill



Drawing the maps is really the only way to understand how the maps work and how to create them; creating them is the only way to obtain their benefits.

## Here are some ideas for starting to **Map Your Job**:



If you're ready, go ahead and

# Map Your Job

(or read ahead for helpful  
tips, techniques and guidelines)

# Level 3

These are more details  
to support your work

Tips, Technique and Guidelines

# Maps

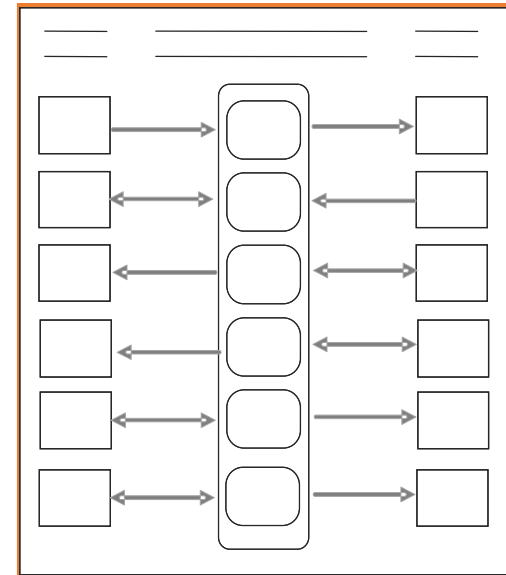
## All the Tips, Techniques and Guidelines are aimed at supporting two major values:

### Overview

- Helps you see your entire workload in one view
  - Is it all too much? Can you do more? Is it fulfilling, boring, unrewarding? Just fine? Great?
- Helps you compare the value of different parts of your workload
  - Should you be spending more time or less time in different areas?

### Detail

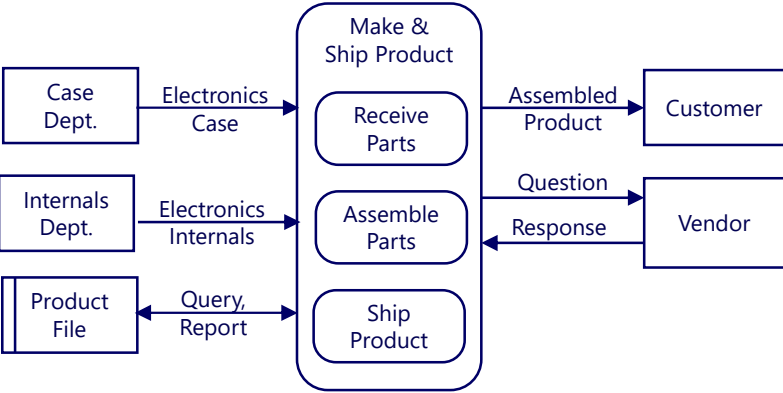
- Identifies the specific actions that make up your workload
- Prompts you to think about how you feel about each part of your work
- Helps you think about specific "do-able" actions you can take to change your work



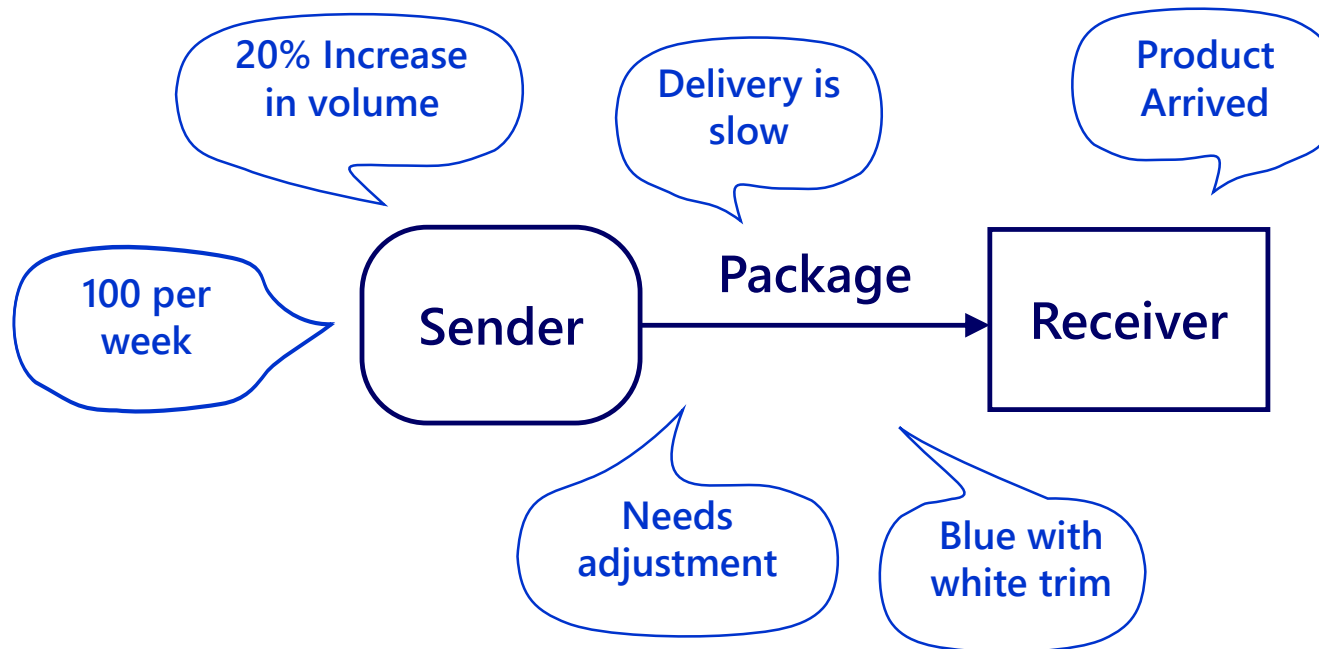
While Maps are very flexible, the more you can follow these Tips, Techniques and Guidelines, the better you can achieve these values



# Two Basic Types of Information in "Map Your Job!"

| Map Parts   | Comments  |
|---|---|
| <p>Stuff that moves, the flow arrows that move the stuff, and activities that control the flow arrows.<br/>           Examples of "Stuff" = information, signals, money, goods, energy, simple actions.</p>  <pre> graph LR     subgraph Make_Ship_Product [Make &amp; Ship Product]         direction TB         RP([Receive Parts])         AP([Assemble Parts])         SP([Ship Product])     end     CD[Case Dept.] -- "Electronics Case" --&gt; RP     ID[Internals Dept.] -- "Electronics Internals" --&gt; AP     PF[Product File] -- "Query, Report" --&gt; SP     RP -- "Assembled Product" --&gt; C[Customer]     AP -- "Question" --&gt; V[Vendor]     V -- "Response" --&gt; AP   </pre> <ul style="list-style-type: none"> <li>You can write anything on a Map pages, however, do not use the <b>Map Parts</b> for comments</li> <li>If it does not change or move the "stuff", it is not a Map Part.</li> </ul> | <p><b>Types of Comments</b></p> <p><u>Evaluations:</u></p> <ul style="list-style-type: none"> <li>Goals</li> <li>Issues</li> <li>Change Ideas</li> </ul> <p><u>Notes</u></p> <ul style="list-style-type: none"> <li>Benefits</li> <li>Results</li> <li>Outcomes</li> <li>Qualities</li> <li>Milestones</li> <li>and so on</li> </ul> <p>Notice that these things do not <u>change or move</u> the "stuff".</p> <p>They are "states" and "properties" of the Map Parts, not the Map Parts.</p> |

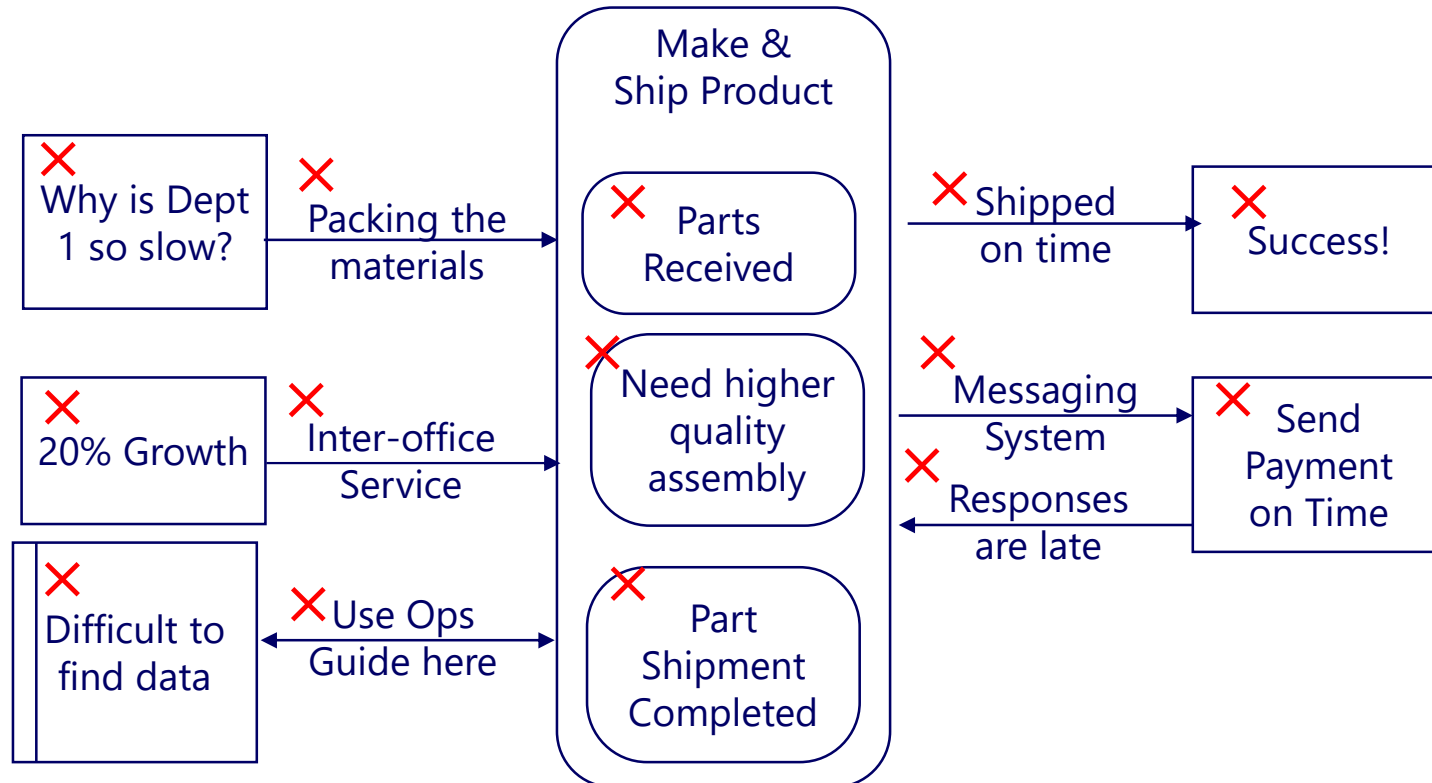
## Examples of Comments versus Map Parts



The key is to notice that Comments:

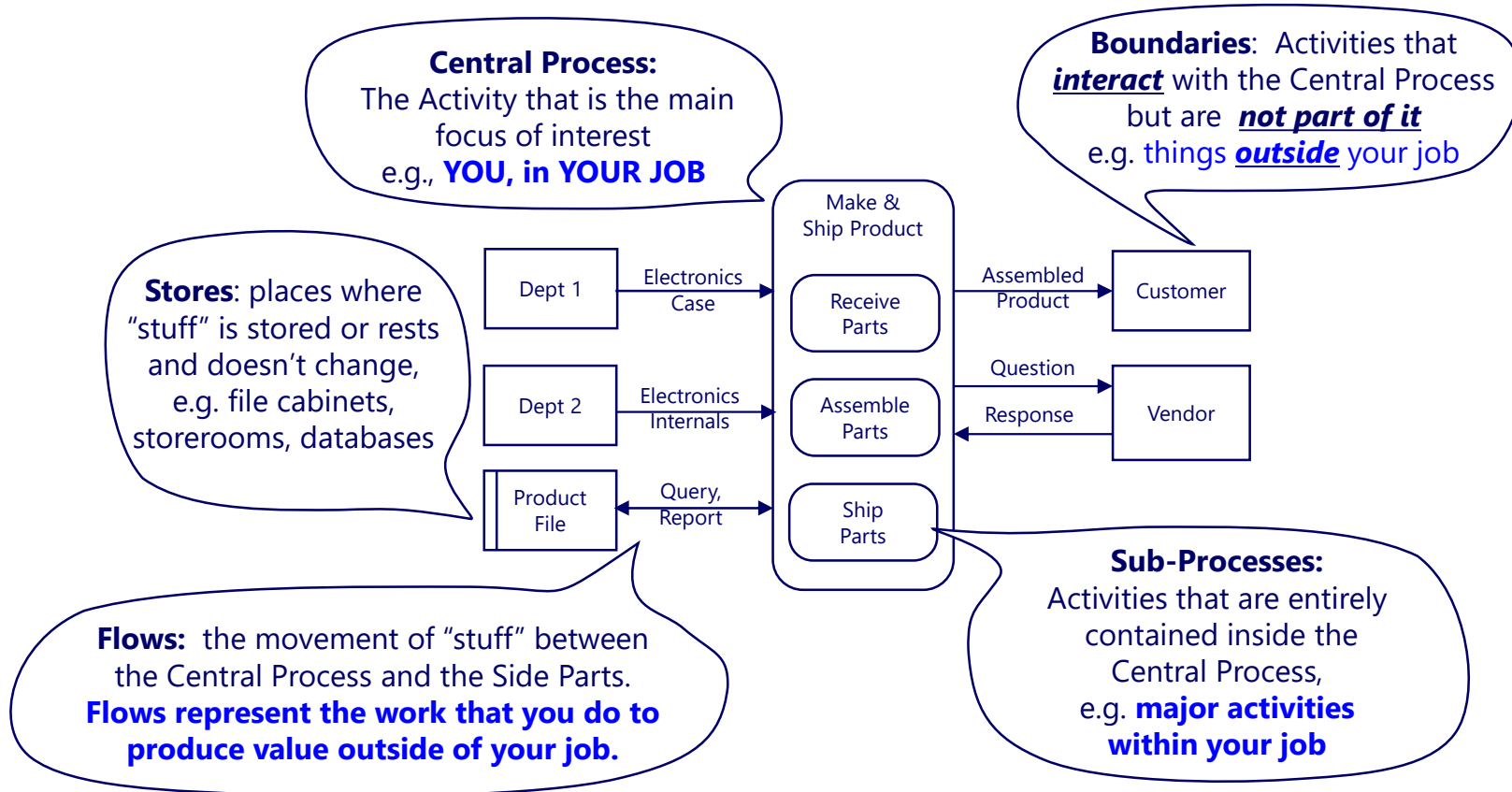
- Are not moved or changed
- Do not move or change anything

## Some examples of comments being used on Map Parts (where comments should NOT be used)

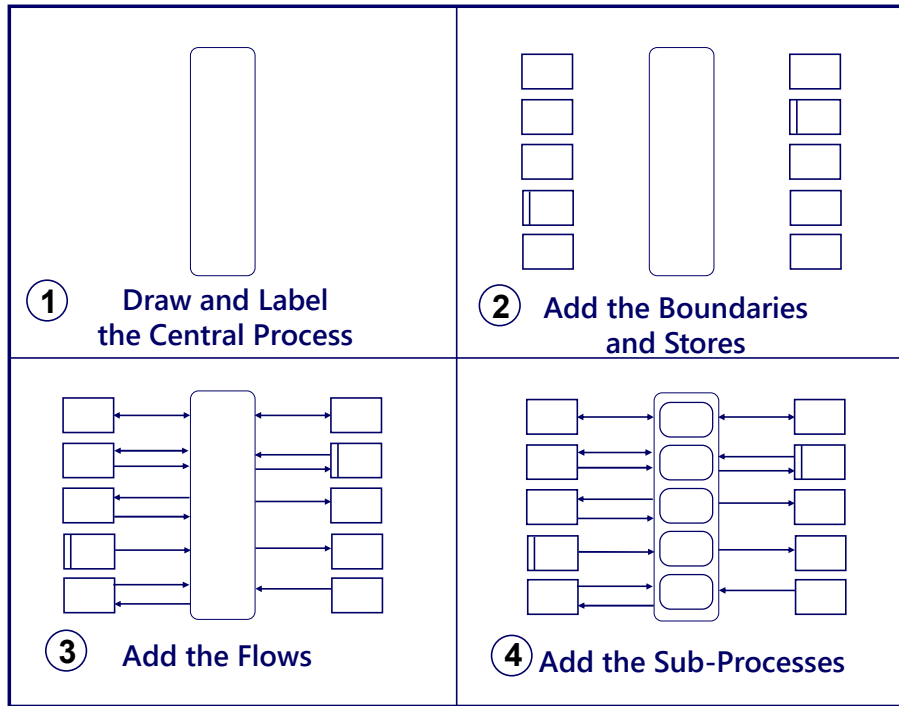


# Map Parts

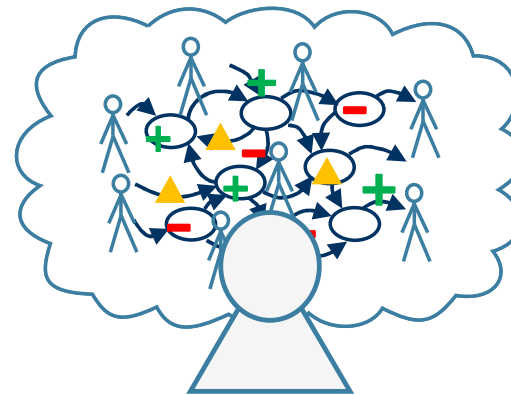
All Maps are made with only these five parts (repeat)



# Where do the Map Parts come from? (repeat)



The Map Parts come from what you already know about your job

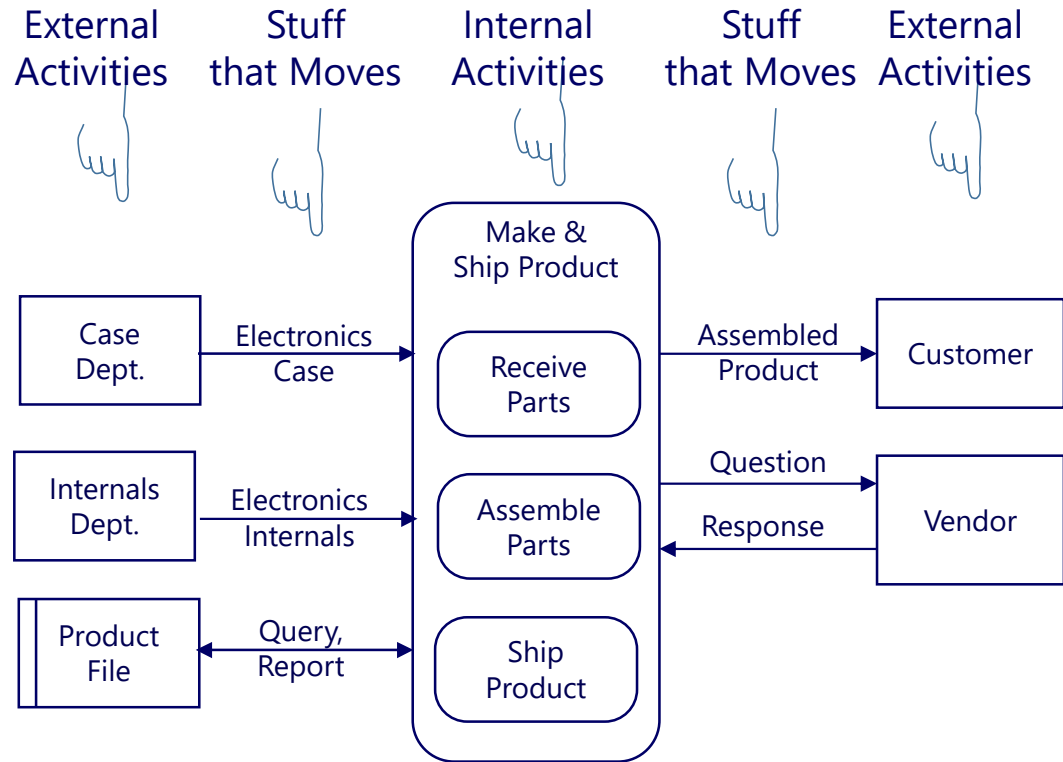


1. Draw the graphic
2. Think about what the graphic means (previous slide)
3. Label the map parts with what you know happens in your job

Just keep drawing and labeling until you feel that you have enough detail to show all the major activity in the work

# Map Part Locations (repeat)

Again, the shapes are always in the same general locations on the Maps



## Questions for identifying Map Parts

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- What is a title for my job (the Central Process)?
- What are the Boundaries and Stores for my job (on the sides of the map)?
  - Who are specific people I frequently interact with?
  - What groups do I interact with?
  - What are the systems I use?
  - What major data bases or other information sources do I use?
- What are the flows and transactions with these Boundaries and Stores?
  - What goes back and forth between myself and these other entities?
  - What transactions do I perform with these other entities?
  - What do I receive from them?
  - What do I send or give to them?
- What are the major activities within my job (Sub-Processes)

## Map Parts: The importance of Flows (“Transactions”)

“Flow” is the diagramming name for the arrows.

“Transaction” is an alternative business name.

All map parts are important.  
Flows / Transactions are particularly important.

Flows/Transactions are *recognizable, tangible and measurable; they help in focusing on what is real and actionable*

Flows/Transactions are *where stakeholders experience value and have their interests fulfilled*

Flows/Transactions are *where issues and opportunities are found and improvements are made*





## Map Parts: Guidelines for Labeling Flows / Transactions

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- Flow arrows represent the movement "stuff" or "content" (information, money, goods, simple actions, etc.).
  - So a guideline is to labels flows with the names of such things



- Flows do not change the things that they move. Flows only move things from place to place.
  - So a guideline is to NOT label flows with actions



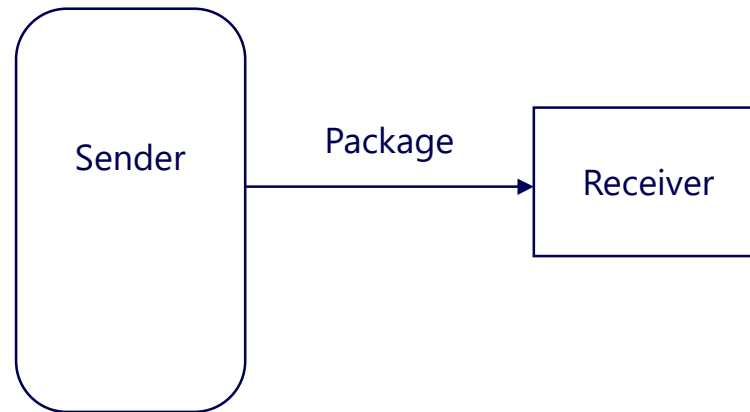
- Flows only mean, "this content goes from here to there."
  - So a guideline is to NOT use flow arrows to mean "do this next" or "go to this step next"



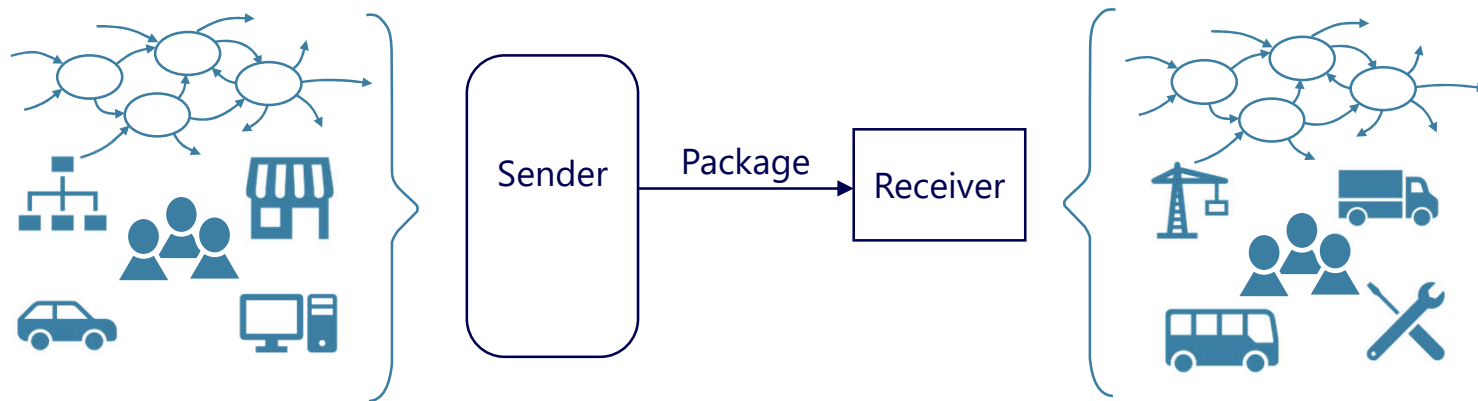
## Map Parts - Using Boundaries

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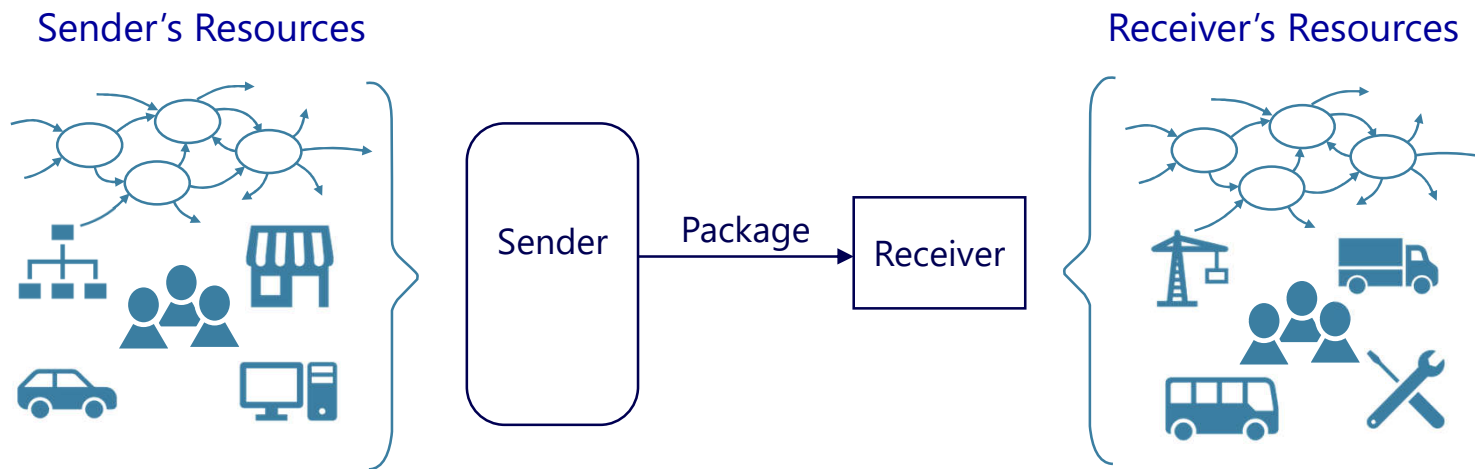
The key to labeling Boundaries is to understand that Boundaries are **COMPLETELY SEPARATE** from the Central Process



## The Central Process and a Boundary can each be a complex area of activity by itself



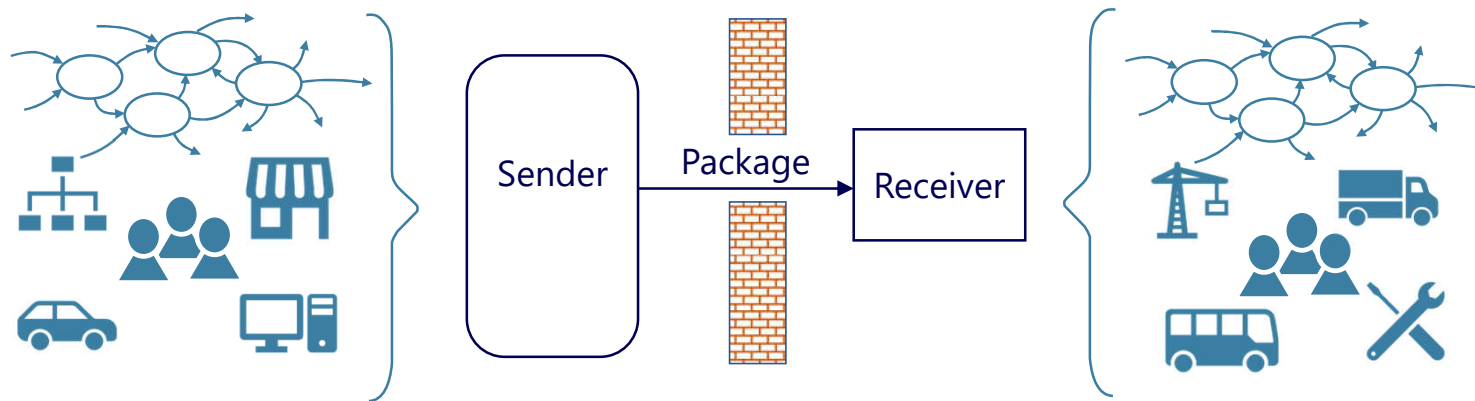
They can have completely separate resources,  
staff, equipment, workflow...everything



There is NO OVERLAP in the resources  
between the Central Process and a Boundary \*

\* however, a person or another resource can  
wear different "hats" and be in both

Imagine that there was a brick wall between the  
Central Process and the Boundaries,  
and the only things that connected them were Flows



Every guideline has exceptions. At the same time,  
if you follow these guidelines for Flows and Boundaries,  
the rest of the Map can be highly flexible.

## Map Parts: Summary

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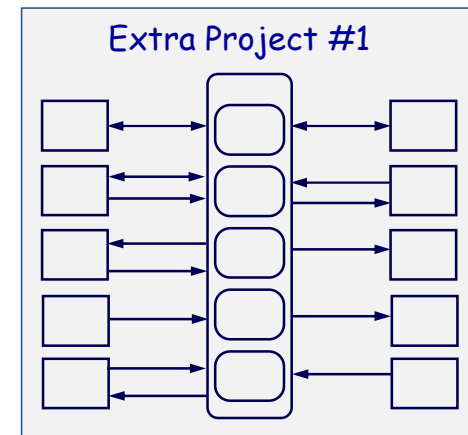
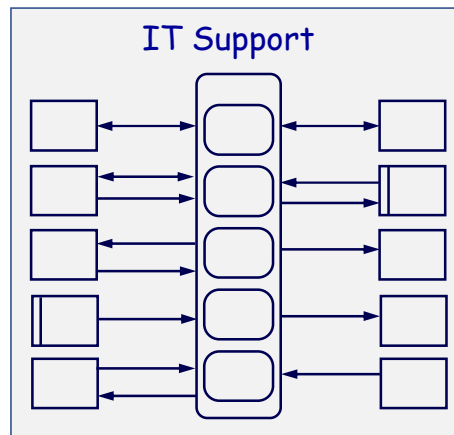
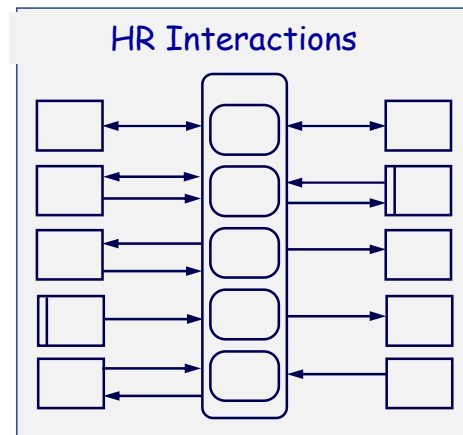
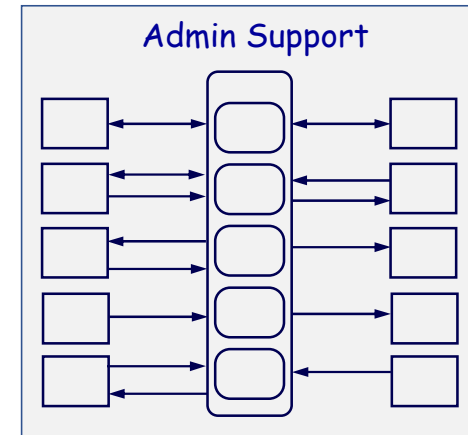
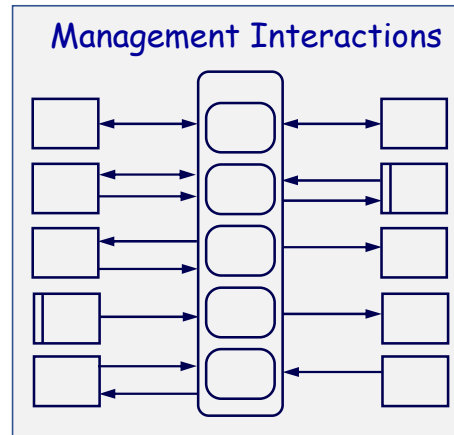
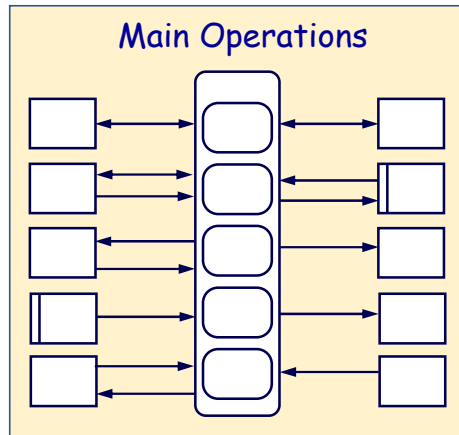
Additional guidelines for using Map Parts  
can be found in the training materials at  
[howtomapyourjob.com](http://howtomapyourjob.com)

The maps are like a “structured sketch pad”

Follow the guidelines to begin with, and you will  
discover where flexibility works best for you

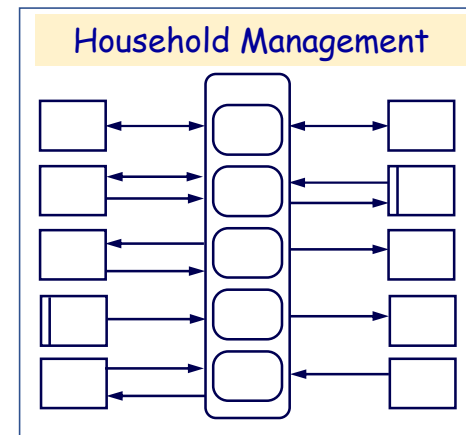
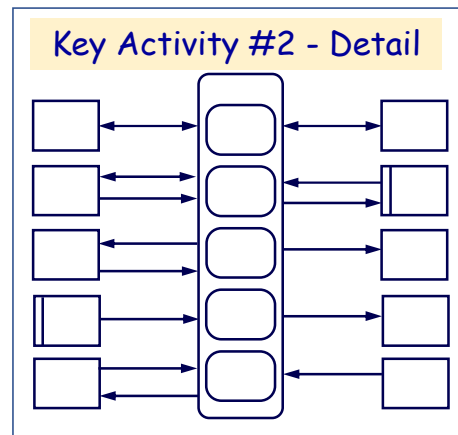
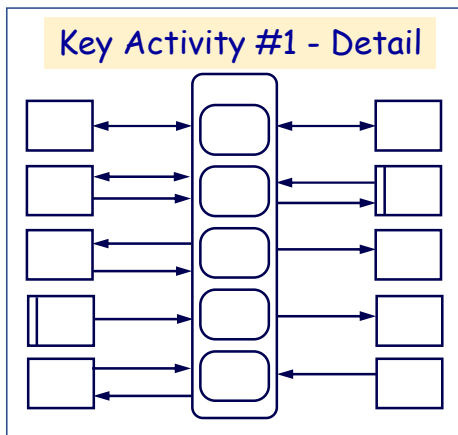
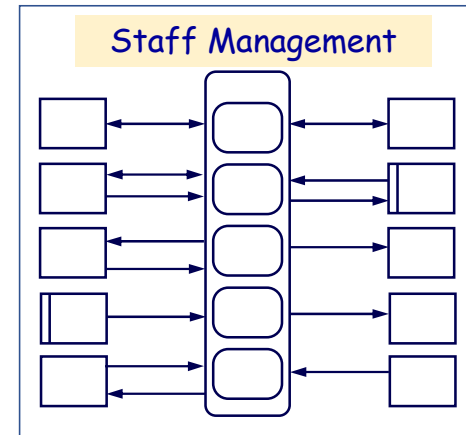
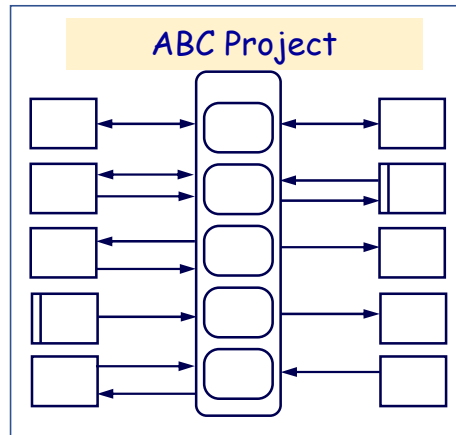
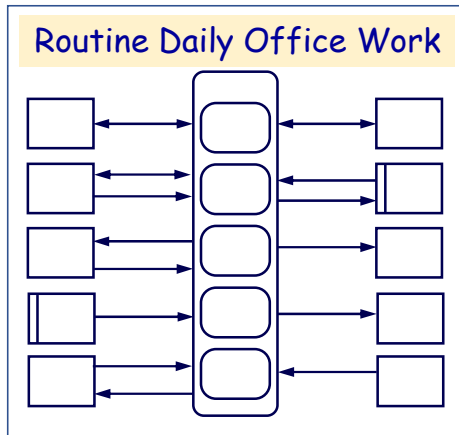
# Map Pages - what to map?

To simplify things, you can focus on just the "main operations" of your job first, and then add more views on separate pages



# Map Pages - what to map?

Or may create more than one map if your job has many parts, or you want to go into more detail or to cover more activity



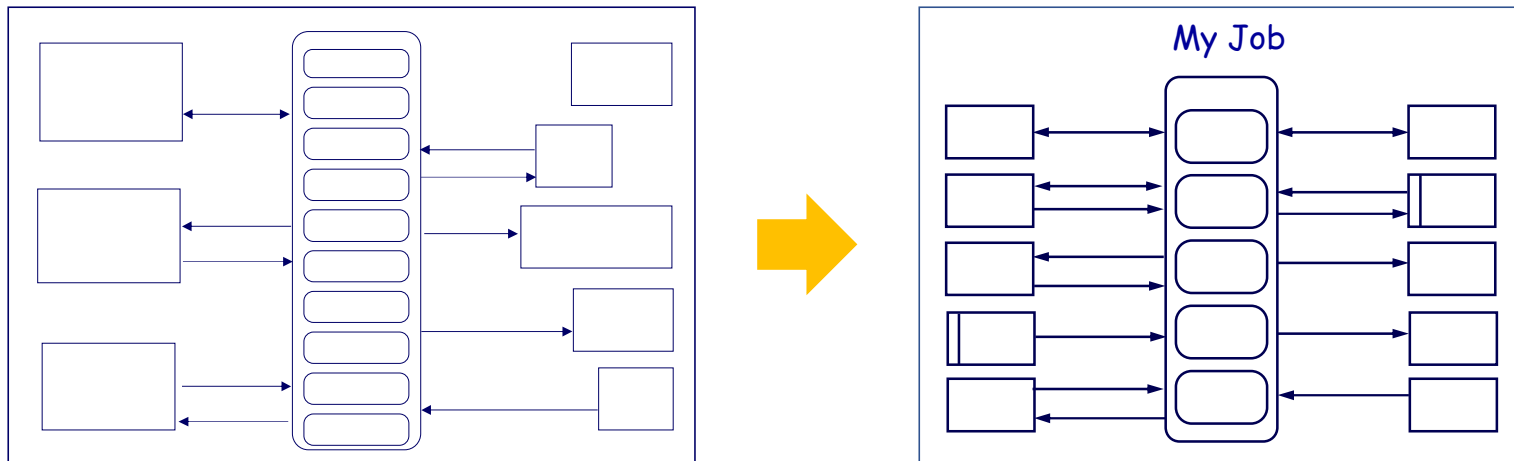


# Map Pages - Construction - Redrawing Map Pages

If you do more than a simple map, you may want to redraw that map.

You can do a redraw in PowerPoint or Excel or similar tools.

However, if you are getting energy from the results, then staying with pencil and paper for a while can give you extra flexibility as you both learn the skill and explore your job.



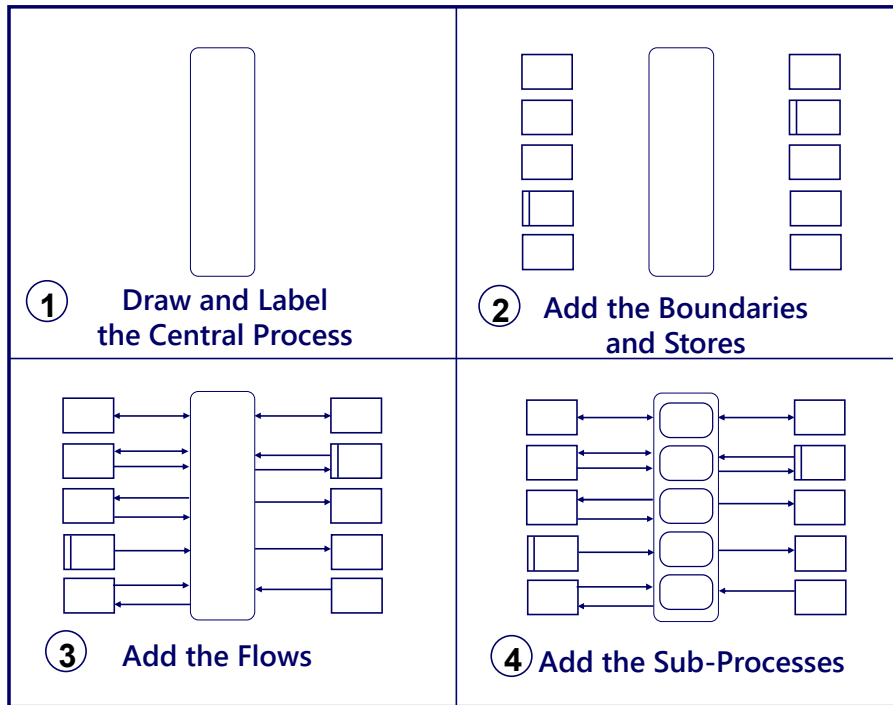
That's where the eraser comes in.  
(Or white out tape, on a flip chart)

# Map Pages - Construction Sequence

Repeat

You can add the Map parts in any sequence.

This sequence is good for learning, and always works.



Think of it like filling in the blanks on a form.

The shapes always mean the same thing, and they are always in the same general location on the Map.

Think about what happens in your job, and add the parts and their labels to represent your work.

# Using Map Page space - background grid

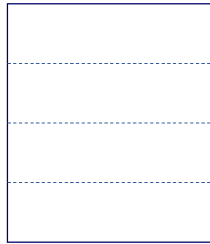
## Create a background grid for a hand drawn map

(Use light, dashed lines for the background grid)

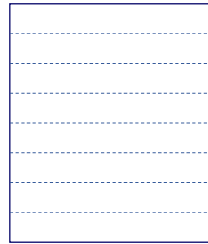
① Divide in half



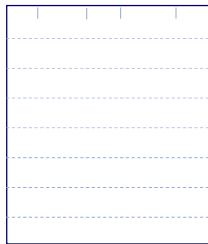
② Split the halves



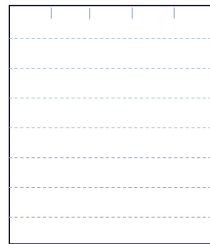
③ Split the quarters



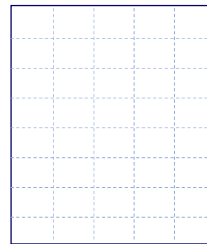
④ Guess at fifths



⑤ Adjust the fifths



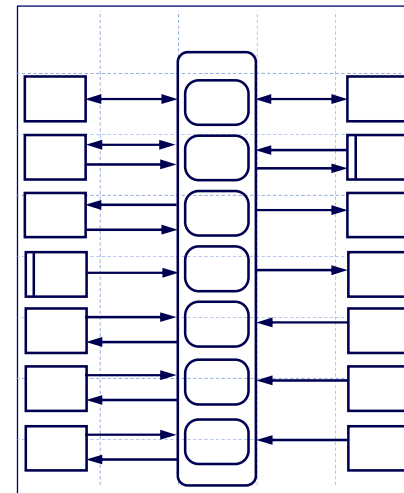
⑥ Dash in lines



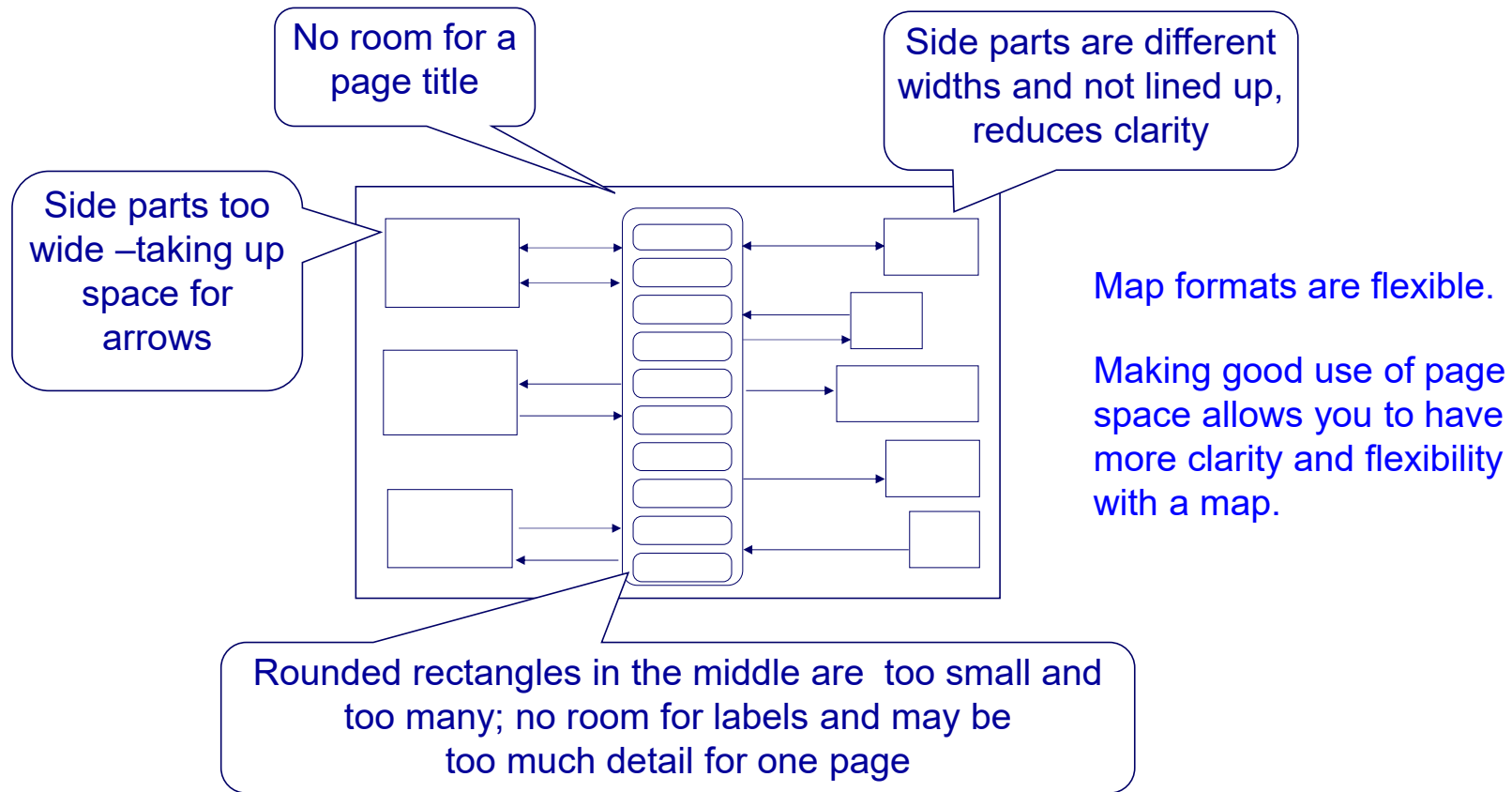
Note: this is only to get you started.  
After you have created a few maps,  
using page space will become natural

You can also do this visually, without  
drawing in the dashed lines

You can then use the gridlines to  
help align the Map graphics,  
making good use of page space



# Using space on a blank page: things to avoid

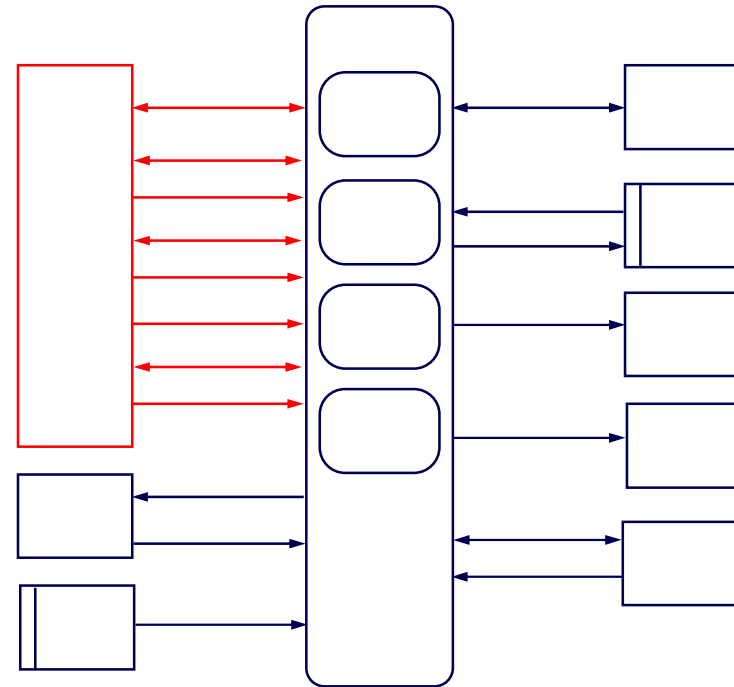


## Using Page Space - Working with Boundaries and Flows

A basic challenge in hand drawn maps is that some boundaries may have many flows, meaning that these boundaries need to be taller.

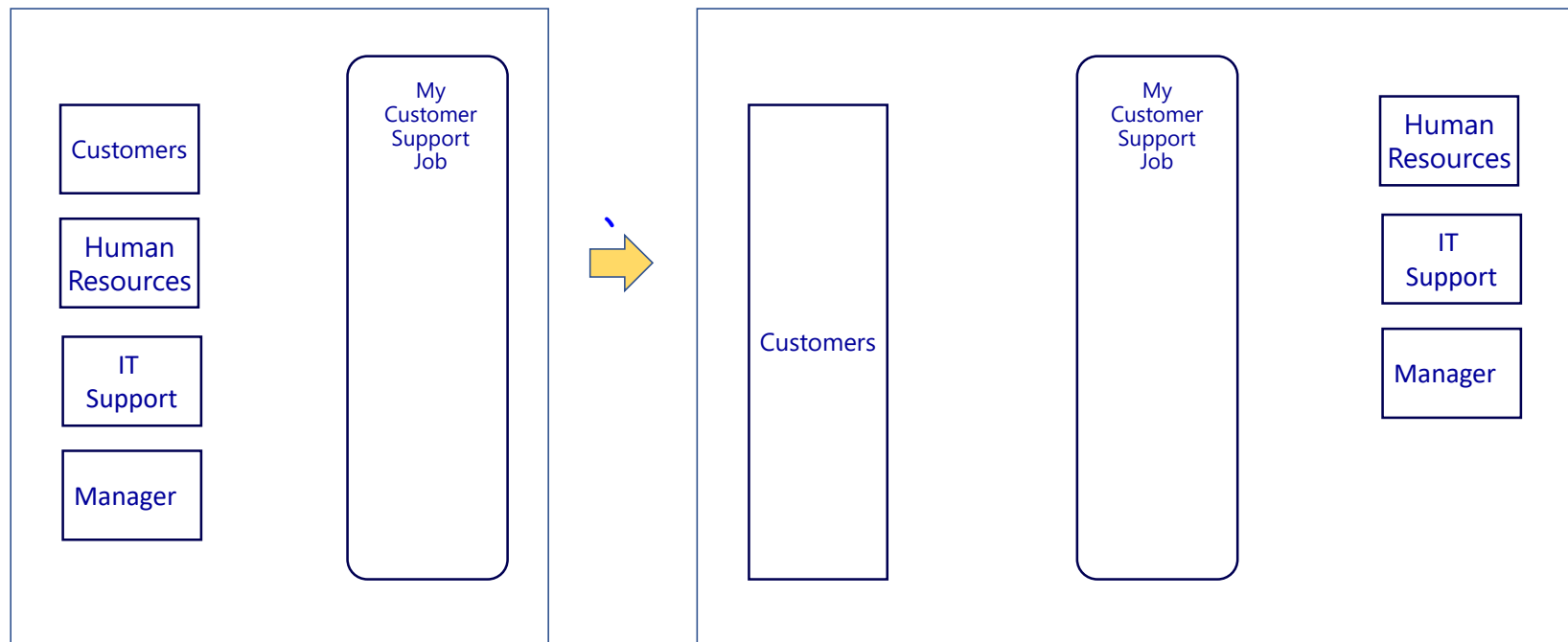
Since the maps are used for learning and exploring, you may not know in advance which boundaries will be taller.

The following slides show some techniques for working with this situation.



## Using Page Space - Working with Boundaries and Flows

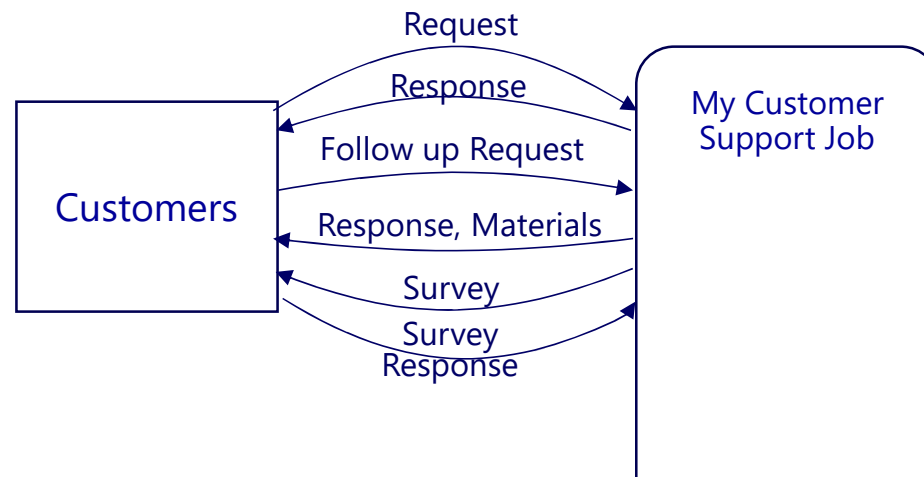
If you know that one boundary will have a lot of flows, you can make it taller to start with, or move the ones under it



## Using Page Space - Working with Boundaries and Flows

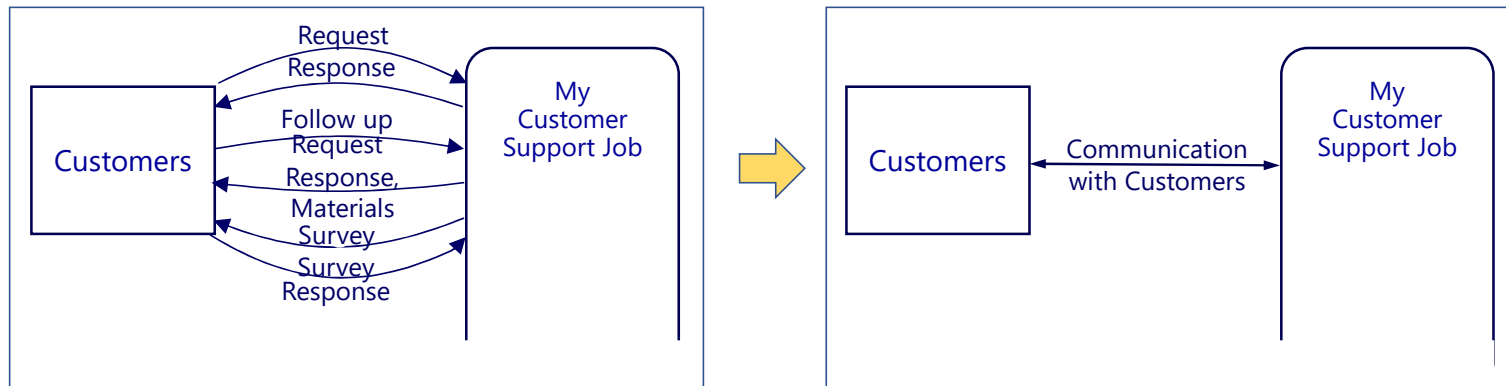
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Another technique is to fit in as many flows in as you can using curved flow arrows



## Using Page Space - Working with Boundaries and Flows

A third technique is to summarize a set of flows in one flow, and then capture more detail in notes or on a separate map page



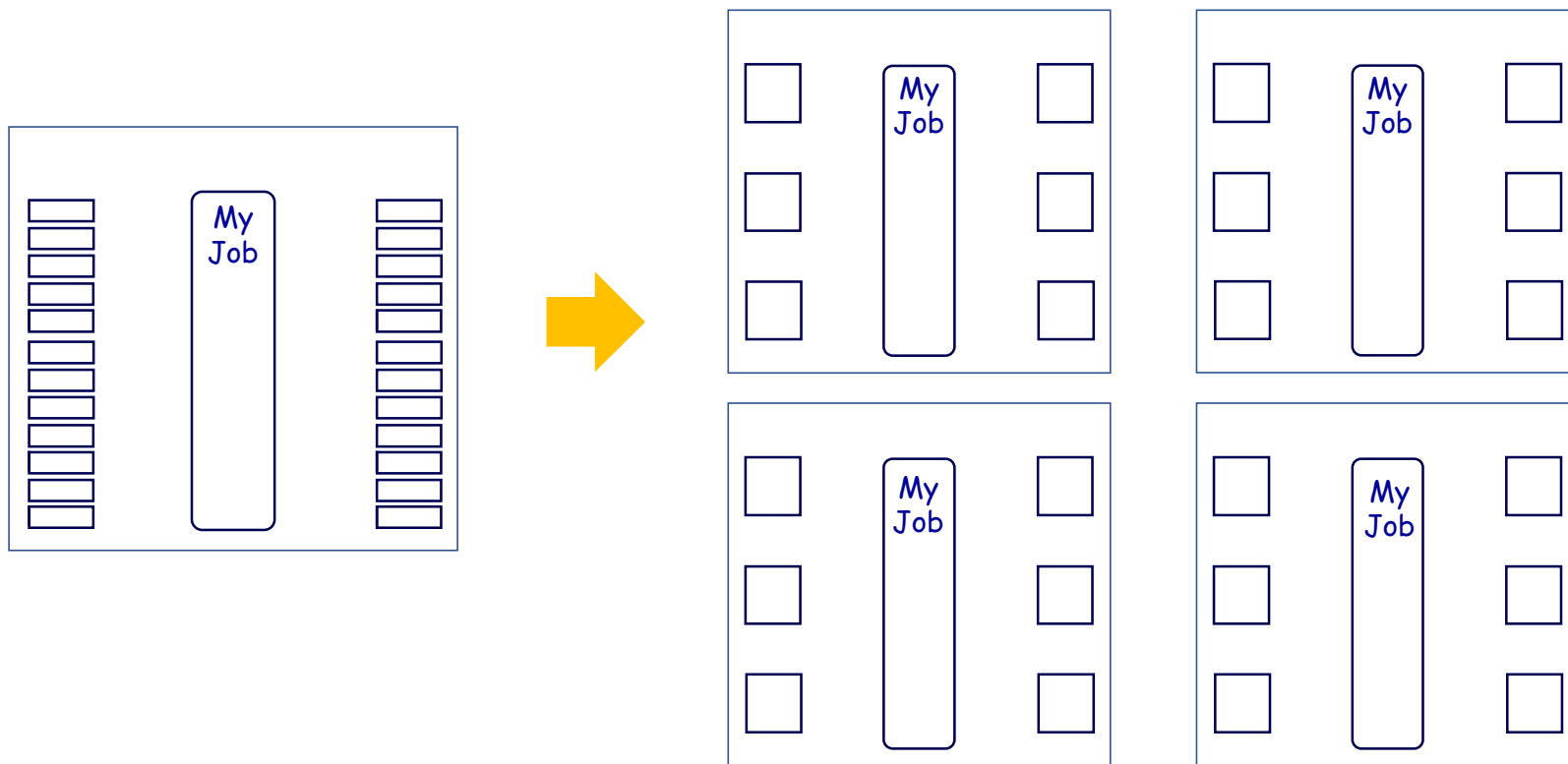
Again, when you are using pencil and paper, which is a good way to start, you need to have an eraser and expect to use it.

At the same time, remember that you may be mapping your job **to increase your understanding**. So do what works best for that. You can always make a neater Map later.



## Using Page Space - Working with Boundaries and Flows

A fourth technique is to capture all the boundaries on a starter page, and then copy them over to one or more pages with plenty of space for and between each boundary.

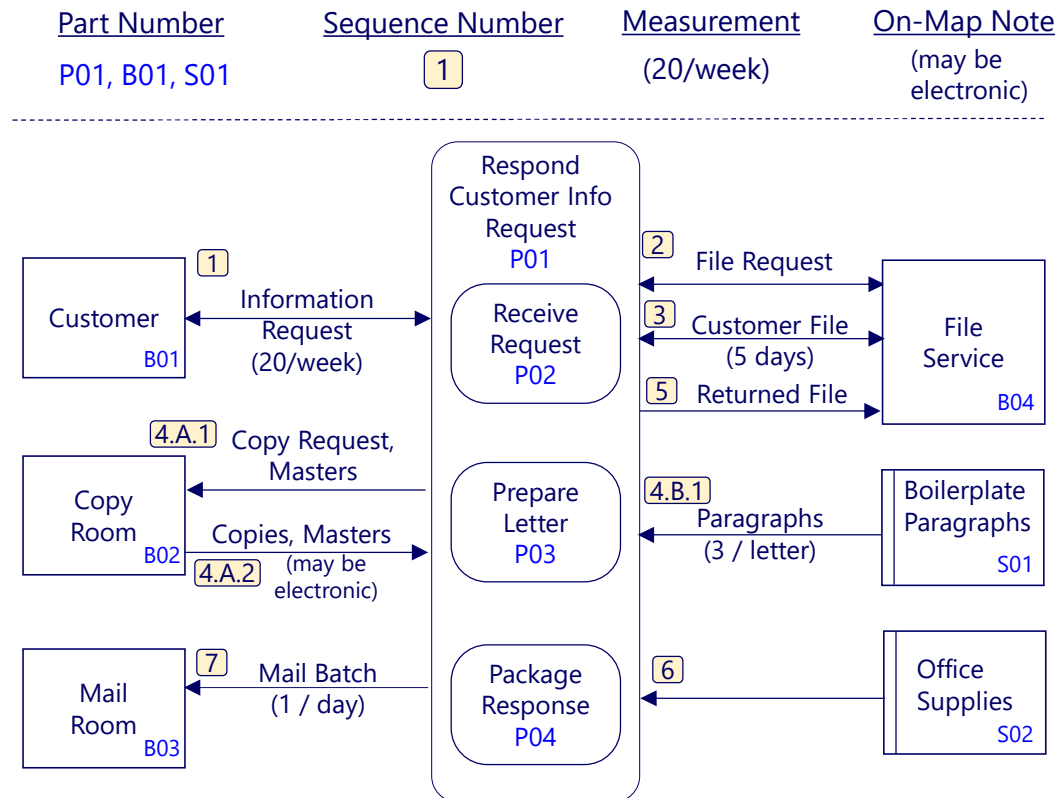


# Examples of extra graphics and notes on a Map

While Map Parts should **not be labeled with comments**, it can sometimes be useful to *add other types of graphics and notes* to the Map, as shown in the example here

*Part number are optional.* However, they can be useful in connecting evaluations to specific Map Parts

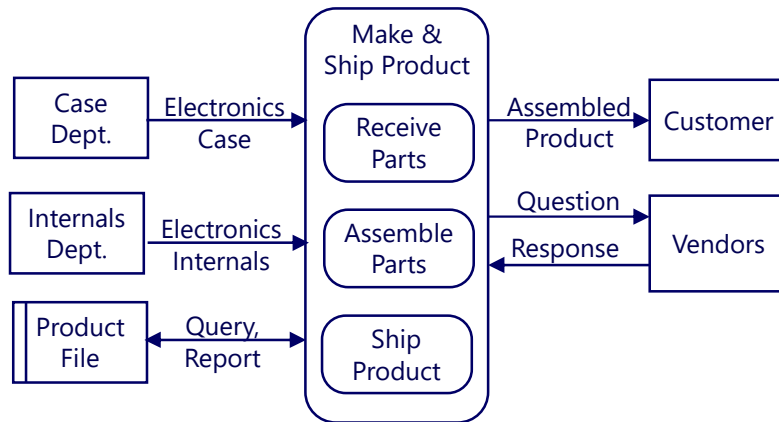
*Sequence numbers are usually not needed* for increased understanding of a job. However they can sometimes be useful in training, detailed analysis and other functions



# Stage 2: Evaluate

# Recap: Evaluate

For each part on the Map, think about and write down every goal, issue or change idea you have about that part of your job



Evaluations can be much more specific and have many more words than the examples. Try to keep evaluations simple and focused on individual map parts when possible.

## Evaluations

G = Goal  
I = Issue  
CI - Change Idea  
N = Note

G: More customer feedback

I: Slow responses from some Vendors

CI: Add entry date to Product File queries

I: Occasional quality problem with internals

N: Shipment count on average 20/day

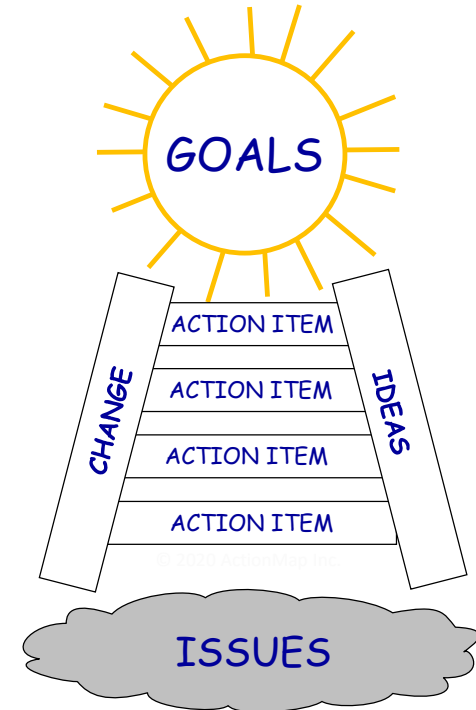
G: Increase speed of parts assembly

Tips, Technique and Guidelines

# Evaluations

## The Value of Evaluations

- Evaluations are the basic units of **motivation and direction** for constructive change.
- Evaluations **allow people to express themselves** in a natural way while at the same time staying within the logical framework of the Maps.
- Evaluations **point to key areas** for capturing both more detailed information and action items for the job being mapped.
- Evaluations **can be used in a flexible way** to capture many types of comments about the job being mapped.



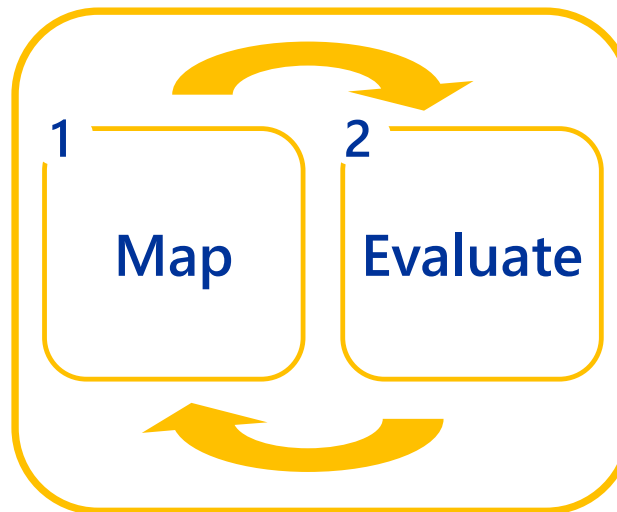
## Examples of Evaluations

| Type<br>G = Goal<br>I = Issue<br>CI = Change<br>Idea | Description   | Priority |
|--|---|----------|
| G  | Learn to cross-sell customers on different products   |          |
| I  | Different demographics for the two product categories |          |
| CI   | Update personal branding                              |          |
| G  | Increase repeat customer business                     |          |
| CI   | Take customer service training program                |          |
| G  | Reduce costs from redundant vendor contracts          |          |
| G  | Obtain better IT support                              |          |
| I  | Risk of losing key IT staff                           |          |
| G  | Increase individual location profitability            |          |
| I  | Different store layouts, shelf arrangements           |          |
| C  | Create standard a template operations models          |          |
| G  | Extend brand presence while competitors wait          |          |
| I  | Expansion function disorganized, low resources        |          |
| G  | Improve productivity and quality                      |          |
| I  | No roadmap for change                                 |          |
| CI   | Organizational development new hire                   |          |

## Interleaving Mapping and Evaluation

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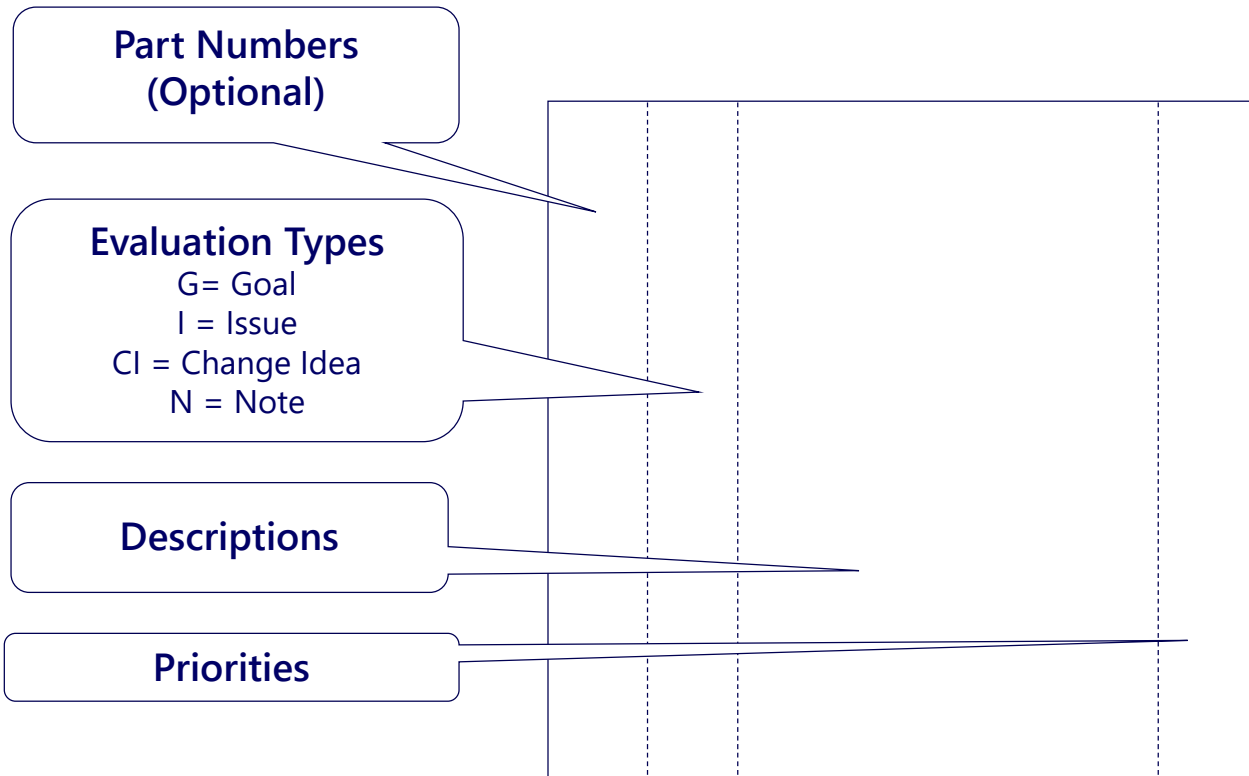
- At any time during mapping, capture any evaluations that may occur to you.
- Capturing evaluations adds energy and direction to the mapping.
- Mapping provides structure for capturing the evaluations.





# Formatting Evaluation Pages

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## Handwriting evaluations

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- N Evaluation look like this when they are hand written
- G Line up the text in columns
- I Row can sometimes not be straight
- CI Exercise hand printing skills if you think you will share the evaluations with other people
- CI have a good ~~er~~ eraser handy

Evaluations are entirely text, so they can also be captured in word processing or spreadsheets

However, handwriting may be faster and more flexible when the evaluations start to pour out (which they often will)

## Techniques in capturing Evaluations

---

1. Look at each Map Part on the Map one at a time.
2. For each Map Part, ask these types of questions:
  - What is a goal, issue or change idea associated with this part?
  - Do you like this and want to increase it? (Goal)
  - Are there negative feelings about this? (Issue)
  - Do you have thoughts about how to change this? (Change Idea)
  - What would you most like to change about this part?
  - What could be done differently here?
  - What's another evaluation for this?

**GET THEM ALL:** To the extent possible, for every feeling, desire, judgment assessment or idea you have about any Map Part, write down the goal (like), issue (dislike), or impulse to change (change idea) that you feel about that Map Part.

*Don't leave any hidden feelings and ideas to come back later.*

Stage 3:

# Prioritize

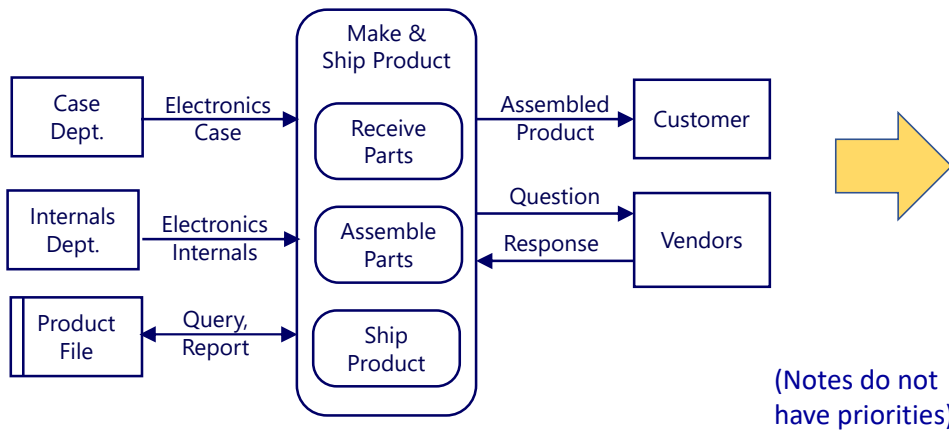
# Recap: Prioritize

Add priorities to estimate the importance of each evaluations in terms of taking action:

A = "Do Next"

B = "Do After the A's"

C = "Maybe Do Never"



(Notes do not have priorities)

Priorities



G: More customer feedback

A

I: Slow responses from some Vendors

B

CI: Add entry date to Product File queries

C

I: Occasional quality problem with internals

A

N: Shipment count on average 20/day

G: Increase speed of parts assembly

B

Tips, Technique and Guidelines

# Priorities

## What is the purpose of priorities?

---

- **Evaluations** are expressions of your values, interests, and experience-based judgment
- **Priorities** adds a rating to an evaluation, to identify how important that value is to you
- The particular use of priorities in Map Your Job is to help **“Focus on Action”**
- The priority ratings are:
  - **A = “Do Now”**
  - **B = “Do After the A’s”**
  - **C = “Maybe Do Never”**

## Techniques in Capturing Priorities

1. Look at each Evaluation, one at a time
2. For each Evaluation, ask:

- Would I do it starting right now?
  - Write an "A" next to the Evaluation
- Would I do it after all the A's?
  - Write a "B" next to the Evaluation
- Would I maybe never do it?
  - Write a "C" next to the Evaluation

- G Learn to cross sell customers on different products (B)
- I Not enough time for each customer issue (A)
- CI Get better IT support (B)
- CI update LinkedIn profile (A)
- I Too many errors on Form 123 from ABC Department (A)
- G Reduce time spent reviewing emails (B)
- CI Try out that PRQ phone app (C)



## Examples of Priorities

Evaluation Types: G = Goal, I = Issue, CI = Change Idea

Priority Ratings: A = Do Now, B = Do After the As', C = Maybe Do Never

| Type | Description  | Priority |
|------|--|----------|
| G    | Learn to cross-sell customers on different products    | B        |
| I    | Different demographics for the two products categories | B        |
| CI   | Update personal branding                               | A        |
| G    | Increase repeat customer business                      | A        |
| CI   | Take customer service training program                 | B        |
| G    | Reduce costs from redundant vendor contracts           | A        |
| G    | Obtain better IT support                               | B        |
| I    | Risk of losing key IT staff                            | A        |
| G    | Increase individual location profitability             | A        |
| I    | Different store layouts, shelf arrangements            | B        |
| C    | Create standard a template operations models           | B        |
| G    | Extend brand presence while competitors wait           | A        |
| I    | Expansion function disorganized, low resources         | C        |
| G    | Improve productivity and quality employment            | B        |
| I    | No roadmap for change                                  | B        |
| CI   | Organizational development new hire                    | A        |

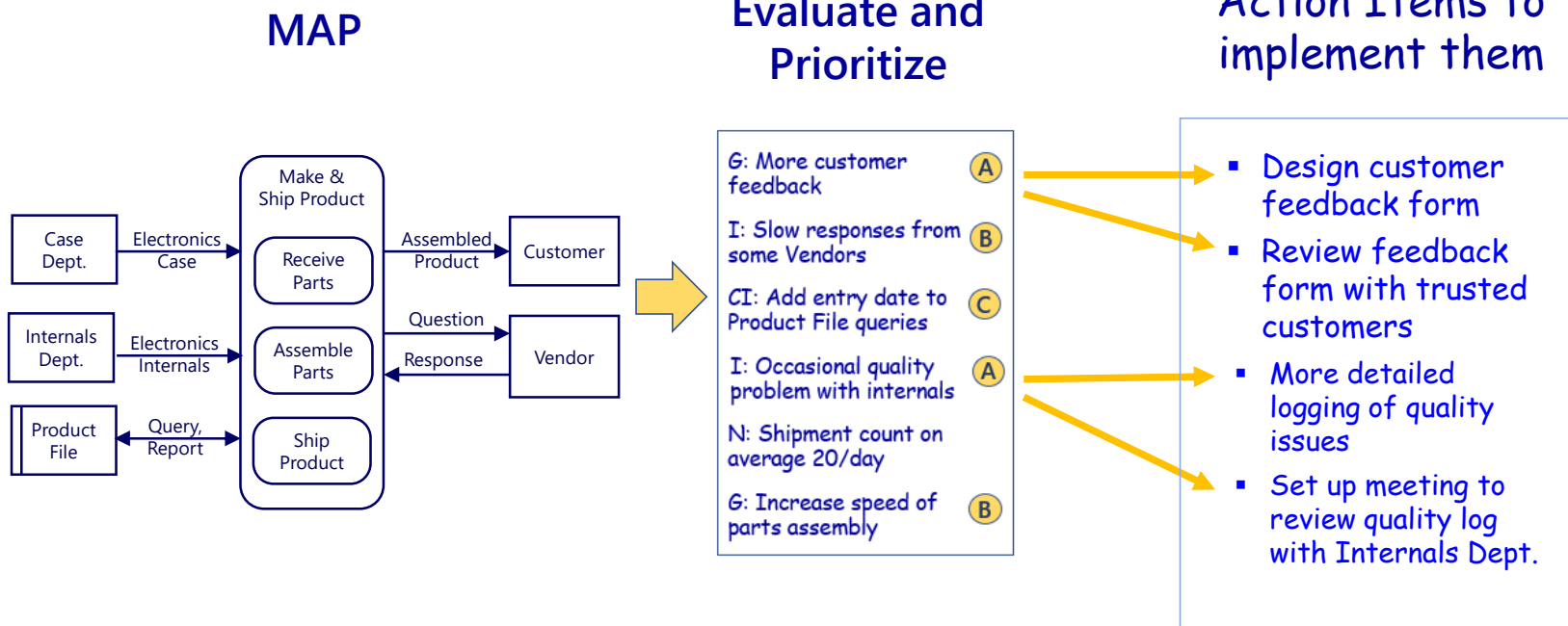
Stages 4 and 5:

# Brainstorm & Plan

# Recap: Brainstorm and Plan

Starting with the high priority evaluations, imagine and write down things you can do starting right now to change your job in ways that you want

Brainstorm Proposed Changes & Capture Action Items to implement them



Tips, Technique and Guidelines

# Brainstorm & Plan

## Brainstorm and Plan - Two Options

---

**Option 1:** Go directly from High Priority Evaluations to Action Items (as shown on the preceding slide).

### **Option 2:**

- Focus on each High Priority Evaluation.
- BRAINSTORM all the ways you can think of to respond to that High Priority Evaluation.
  - Use a "Mind Map" or simply another "Evaluation"-style sheet of paper
- PRIORITIZE the brainstorming ideas (which are called "Proposed Changes").
  - Prioritize the same way as Evaluations: A = Do Now, B = Do After the A's, C = Maybe Do Never
- **Select only the High Priority Proposed Changes**
- Turn THOSE into Action Items
  - Action Items may be worded the same way as the Proposed Changes.
- Assign the Action Items to a specific person (likely yourself) with a specific target date.

**The advantage of Option 2** is it creates more conviction that you have thought things through, and that the Actions Items really are good ideas that you really want to pursue.

## Brainstorm & Plan (repeat)

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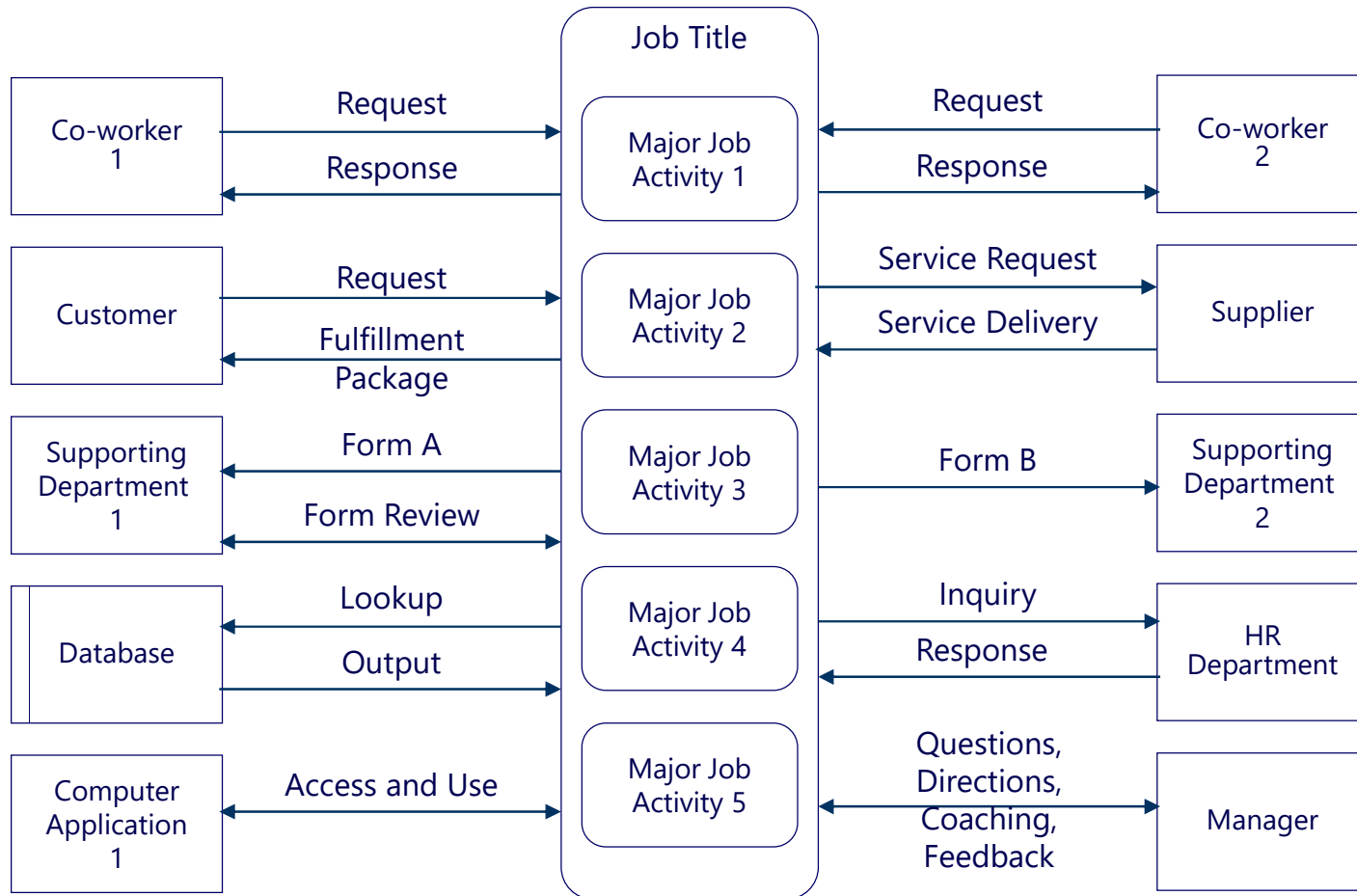
90% of the value in Map Your Job!  
will come from the first three stages:



"Brainstorm" and "Plan"  
are based on standard group meeting techniques,  
powered by the maps and evaluations

Additional details for those stages can be found  
on the ActionMap help site at:  
[howtomapyourjob.com](http://howtomapyourjob.com)

If you have not already started, this the time to  
**Map Your Job!**



That concludes this training

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For more details, examples,  
and further training go to

[howtomapyourjob.com](https://howtomapyourjob.com)



*Thanks for viewing!*

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