



## TOOL | COLLECTIVE IMPACT JOURNEY MAP

The early phases of a collective impact journey are often focused internally on developing the leadership team, connecting with the community about the issue and developing the common agenda and strategies for moving forward. A collective impact journey map is a great tool for collaborative tables to both articulate and track their progress through the early phases.

### DEVELOPING YOUR CI JOURNEY MAP – LOOKING BACK AND LOOKING FORWARD

The CI Journey Map can be a very interactive process. The Journey Map can be developed to both look back at the history of community collaboration around the issue and to look forward identifying the core steps in the collective impact process.

#### FOUR STEPS OF JOURNEY MAPPING:

**STEP 1:** Uncover the Truth – Reflect on your history - what has worked and what hasn't. What do we know about the issue? What do we need to know? Do we have the right people at the table to make an impact?

**STEP 2:** Chart the Course – Develop your map. Collaborative synthesize key insights. Incorporate your history and your future path.

**STEP 3:** Tell the Story – Visualize a compelling story that charts the path forward for your collective impact effort.

**STEP 4:** Use the Map – Follow the map, make changes as you go, use the map to engage partners, community stakeholders and others in the collective impact effort.

### ENGAGING YOUR LEADERSHIP: KEY QUESTIONS TO CONSIDER:

**Looking Back:** Most collective impact efforts are based on prior collaborative processes that have occurred in your community.

Looking back questions to consider:

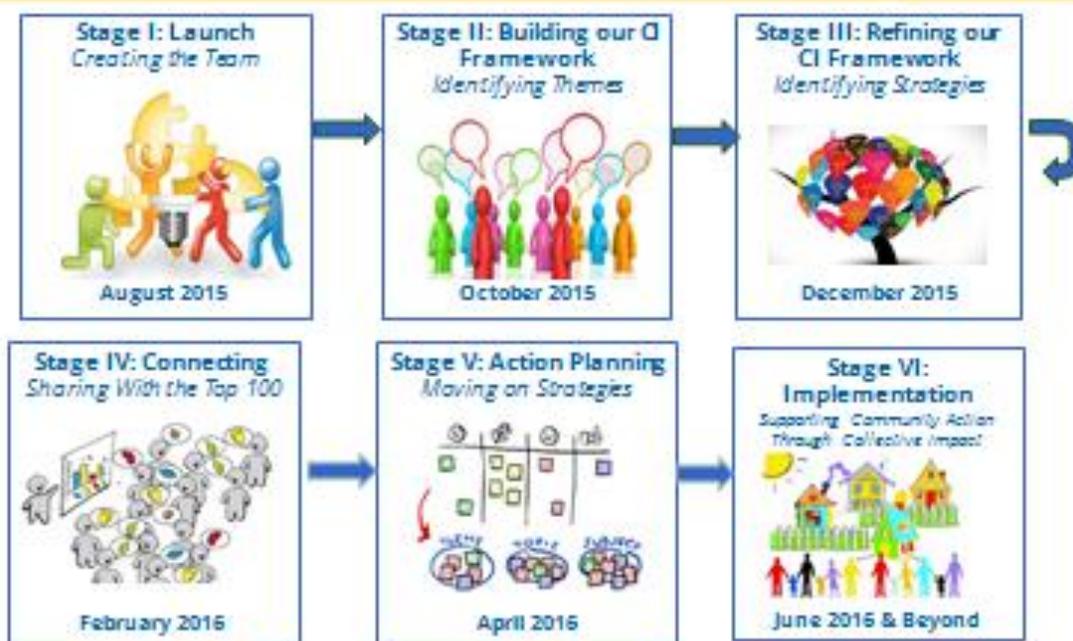
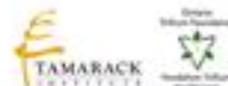
- Who was involved? Who led the process? Which organizations were key partners?
- What were the key dates and key outcomes achieved?
- How will this history impact our collective impact planning process?

**Looking Forward:** Articulating what needs to be accomplished over the next few months is a great strategy for collective impact efforts to plan their path forward. Looking forward questions to consider:

- When will we build our leadership planning table?
- What do we need to build our common agenda (research, data, etc)
- When will we engage our community and what will this look like?
- What else do we need to consider?

# An example of a Collective Impact Journey Map

## EXAMPLE: HCP COLLECTIVE IMPACT PROJECT ROAD MAP



### Resources:

Drawing Together. Liberating Structures.  
<http://www.liberatingstructures.com/20-drawing-together/>

Design Storyboards. Liberating Structures.  
<http://www.liberatingstructures.com/21-design-storyboards/>