

## MAP Audio #1 Script

*This script is from the ICON9 Learn As You Go Audio series.*

Welcome to the first day of ICON9 Learn As You Go.

If you have not already done so, I strongly recommend that you have a look at the short *video* which introduces this *audio* series. Assuming you've already done this, you will know that the principal underlying these Learn As You Go sessions is that *regular learning is effective learning*. Hence, each session gives you a tiny, daily dose of icon9, allowing you to not just understand it but also to integrate it into your work habits. And to do so without overloading your schedule.

We are going to start with the MAP tool which, I expect you know, is an acronym for My objectives, Audience and Plan.

There are things to know and remember about each of these three points – the M, A and P – and we will begin to do that tomorrow.

Today, however, we will simply practice the process that will be used to reinforce all of the learnt material: the creation of examples.

There are three steps to this process.

First you **choose** between an encounter with an **individual person** or a **group**, and you bring the individual or group to mind. Then you choose either a **call** or a **face to face** meeting.

The next step is **defining the context**. To do this, you define what happened before the moment your example starts and what could happen afterwards – the opportunities, prospects and possibly dangers.

The final step is to **imagine** the use of the particular concept that we are discussing, plus the **benefits** of using it correctly.

But don't worry about remembering all this – I will guide you through it.

I will start by suggesting a complete example, then help you to make up your own. So this will be an example of using MAP.

I am going to **choose a call** with an **individual** engineer who I am supporting.

The **context** is that he is using a complex piece of software that my company delivers, and his work is blocked by some difficulty he is having with it. He has not been using the software for long. If I do good job he could become a big supporter, but the danger is that if he fails to make progress then he will become a detractor.

So I imagine using MAP as follows. The call is scheduled for 10 in the morning. I am already very busy, having started making calls at eight. I manage to get away from my last call at only 10 to 10, and so my MAP is brief. I collect my thoughts and quickly write on a piece of scrap paper...

First, *my objectives* of (1) reassuring the client, (2) finding out what's wrong and (3) if possible, discussing a regular call schedule with him. I make a couple of notes about the client himself – he is the *audience* in this context. I bring to mind the chaotic office in which he works and the even more chaotic project plan that he's trying to follow. For the *plan*, I jot

down the main debugging questions to ask and decide which one to start with.

That's it! Hopefully by being that much better prepared, I'll get through my objectives, so that I not only reassure the client and find was wrong, I'll also set up a regular call schedule with him, and that could avoid surprises in the future.

So that's my example. Now, what about you?

Does your example concern an individual or a group? Either way, who are they? Just think about it, and write it down if you wish.

<pause>

And are you calling or are you meeting face-to-face? Again, just bring this to mind, and write it down if it helps.

<pause>

What's the context - what led up to this point, and what could follow, either good or bad?

<pause>

Now, how do you imagine using MAP in this context?

At this point, an *effort* of imagination *really* helps to anchor ideas in your mind. Make up something vivid. You might be very busy on something extremely exciting, or you could be meeting somebody ridiculously important or outrageously strange. Perhaps you are making a support call to Leonardo Davinchi, who's moaning about a problem with his time machine?

Anything goes!

What are you objectives first of all?

<pause>

Next, how do you imagine your audience. You know their names and roles, of course, but can you also imagine their current preoccupations, and their likely mood ?

<pause>

And what's your plan? How are you going too approach the conversation?

<pause>

Finally, what are the benefits you will get from structuring your preparation this way?

<pause>

Well done! You just completed the first learn as you go session.

I hope that these few minutes have helped you to anchor the MAP concept.

If you have one or two meetings or calls lined up today, try sketching out MAPs for them on your laptop, your smart phone, or a bit of paper. Then see if you notice any difference to the encounters as a result. Maybe it will change something, maybe it won't, but it shouldn't do any harm!

Just as *regular learning is effective learning, regular practice is effective practice*. It's what our brains like best, and it's the most intelligent option for busy people.

Tomorrow, we'll go down deeper into the "objectives" part of MAP. I look forward to seeing you then.