MAP Audio #4 Script

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

Welcome to the 4th and final of the MAP module in the ICON9 Learn As You Go mini-program.

Today we'll dive into the "Plan" part of MAP.

We'll follow the traditional 3-step process. I will start by suggesting an example, then lead you through one of your own. By the time we've finished, this particular aspect of MAP should be well entrenched!

As you know, in the first two steps of the exercise we define the client and the context for the example.

For continuity's sake, I am choosing to generate a Plan for the teleconference described in the previous audio, with two established customers. One of them is an engineer using my products, and the other is his manager.

It is, you will recall, a follow-up meeting with regards to an important, six-week evaluation. The clients had found some bugs in our software, and this was jeopardizing the evaluation.

My objectives for the call are to reassure them that we are making good progress on agreed actions and to encourage them to continue with aspects of the evaluation that are not affected by the bugs.

That's the context, so how do I define the encounter plan – the P of my MAP?

The first item in my plan is the PAGE, which can be quite simple: the purpose of the call is to sync up on evaluation progress, especially related to the bugs found; for the Agenda, we'll suggest 30 minutes and to start with an update on the bug work; the Goals can be expressed as something like "By the end of the call, we want you to have all the information you need to keep the evaluation on track – so please let us know if there is anything important that we haven't thought of".

This may be enough but, if I want to be even better prepared, I could ask myself "And what needs to happen for them to continue with aspects of the evaluation that are not affected by the bugs?". In other words, I think about how I might meet a key objective.

This thought could lead me to prepare a "discussion" slide that listed the main objectives of the eval and highlighted which of them were and were not affected by the bugs. To make it crystal clear that work could continue. Again, this is just an example – you may have better ideas. But my point is that I could easily overlook this useful action if I had not taken a few minutes to elaborate my Plan.

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>

Your objectives for the meeting are an important part of the context, since they affect the Plan. What are they?
<pause>

Given this context, do you have a PAGE in mind? What is it? …
The Purpose: <pause>
The Agenda: <pause>
… and how might you express the Goals of the meeting?: <pause>

What about the rest of the Plan? Is it simple a "first move" plan – a note on what to start with? Or do you have something else in mind? Check on your objectives as you decide.
<pause>

Ok. I hope that those few moments of thought were helpful.

On the PAGE part, don't forget that preparing a PAGE does not mean that you necessarily have to announce it when the meeting starts – if the client takes the lead and covers all the essential PAGE points, then that's fine.

Remember also that encounter plans vary enormously in detail and depth. What's appropriate for a short call is quite different from the type of plan you would have for a team going into a major client meeting. If it helps, you might try to imagine the simplest and the most complicated types of plan that you are ever likely to need! Just make sure that the simplest is non-zero and the most complicated doesn't require a PhD to understand it ☺

Well done! You just completed the last of the MAP Learn As You Go sessions.

I find MAP to be a ridiculously useful tool, and I hope that you do too!

Several of the other tools in the ICON9 kit can be used with MAP, as a part of the Plan step. It's not important which order you use to work on them, so bear this in mind as you decide what to work on next in this audio series.

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