

# Corporate route mapping

Corporate route mapping brings clarity and precision of thought to achieving a vision, a goal, or completing a project. It works on a higher level than project management (which it can complement) and uses processes and graphic models that are more easily understood by the non-specialist.

As a result, progress can be easily monitored, highlighting exactly where problems are arising and attention is needed.

It is typically used in one or more workshops with small groups of key people, thus creating a richness of information with the buy-in that comes from participation.

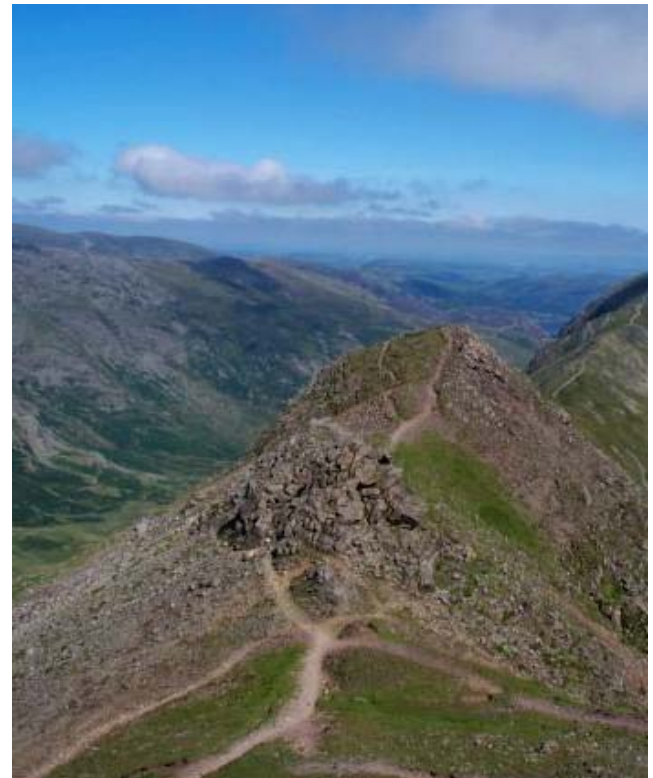
## Flexibility

It is far from being a rigid process, but rather a toolkit from which an appropriate process can be tailored to match specific needs. Defining those needs and the required balance of the various elements is the key component of the setting up stage.

## Searching questions

To produce a route map that is based on hard facts rather than hopes and assumptions, the process prompts, and incorporates the answers from, a number of searching questions, including those around:

- **Assumptions** - for example, what assumptions are we making? How robust are those assumptions? What could invalidate them?
- **Measurement** - How can we measure what really matters rather than what is easy to measure? How can we measure and monitor progress?
- **Threats** - What could prevent the achievement of the goals? Which are the key threats? How can we recognize that a threat has been triggered and what can we do to increase resilience?
- **External change** - how will we recognize and react to changes that should trigger a reappraisal of the route, or even of the fundamental goals?



## The need for an outsider

There are sensitive - even taboo - areas and corporate politics in every organisation. People too close to things can miss key elements. Therefore, although we can train organisations to run the process for themselves, our consultants can provide the considerable advantages of:

- Freedom from internal politics
- A fresh outside mind
- The ability to explore sensitive issues

## Graphics

**The process** makes great use of graphics. The progress from "where you are now" to "where you want to be" is represented as a road with stages, milestones and parallel tracks.

**The output** can vary from a road map that incorporates map-like or cartoon-like graphics to a structured map that incorporates financial modelling and integrates with popular business software such as Excel, Power Point, Visio and Mind Manager.