



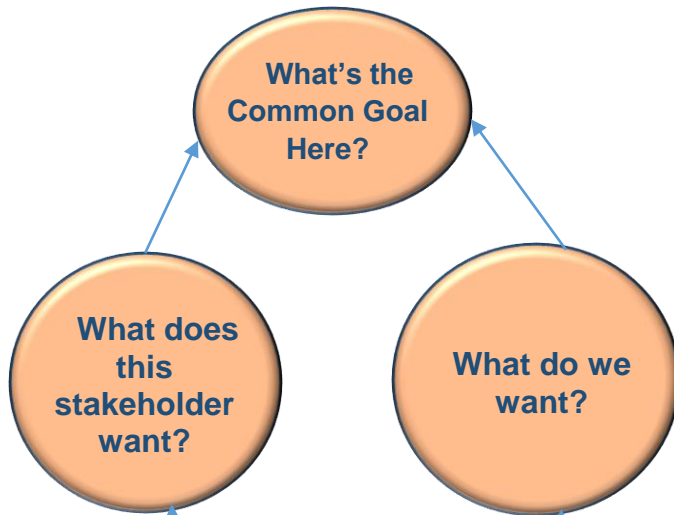
Success Mapping: Translating Your Vision into Action

**Dementia Research Meets Motorsports:
Accelerator**

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Professor of Strategy and Performance

www.cranfield.ac.uk/som

Stakeholder wants and needs (e.g. Funders)



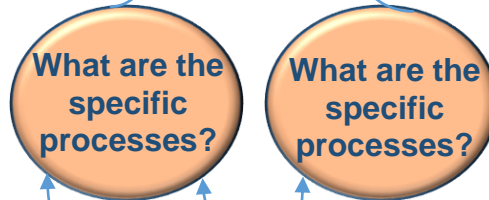
Our wants and needs

This is your pitch



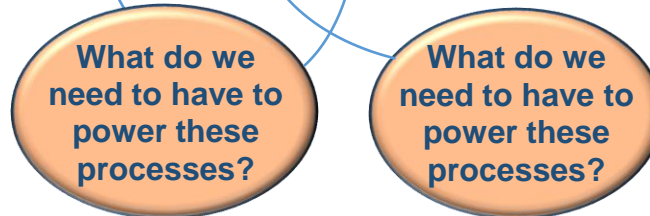
Strategies

This is how you will implement it



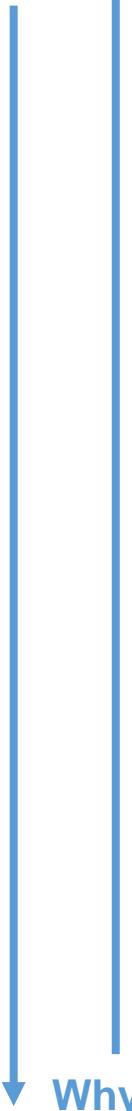
Processes

This is what you will need and why



Resources & Capabilities

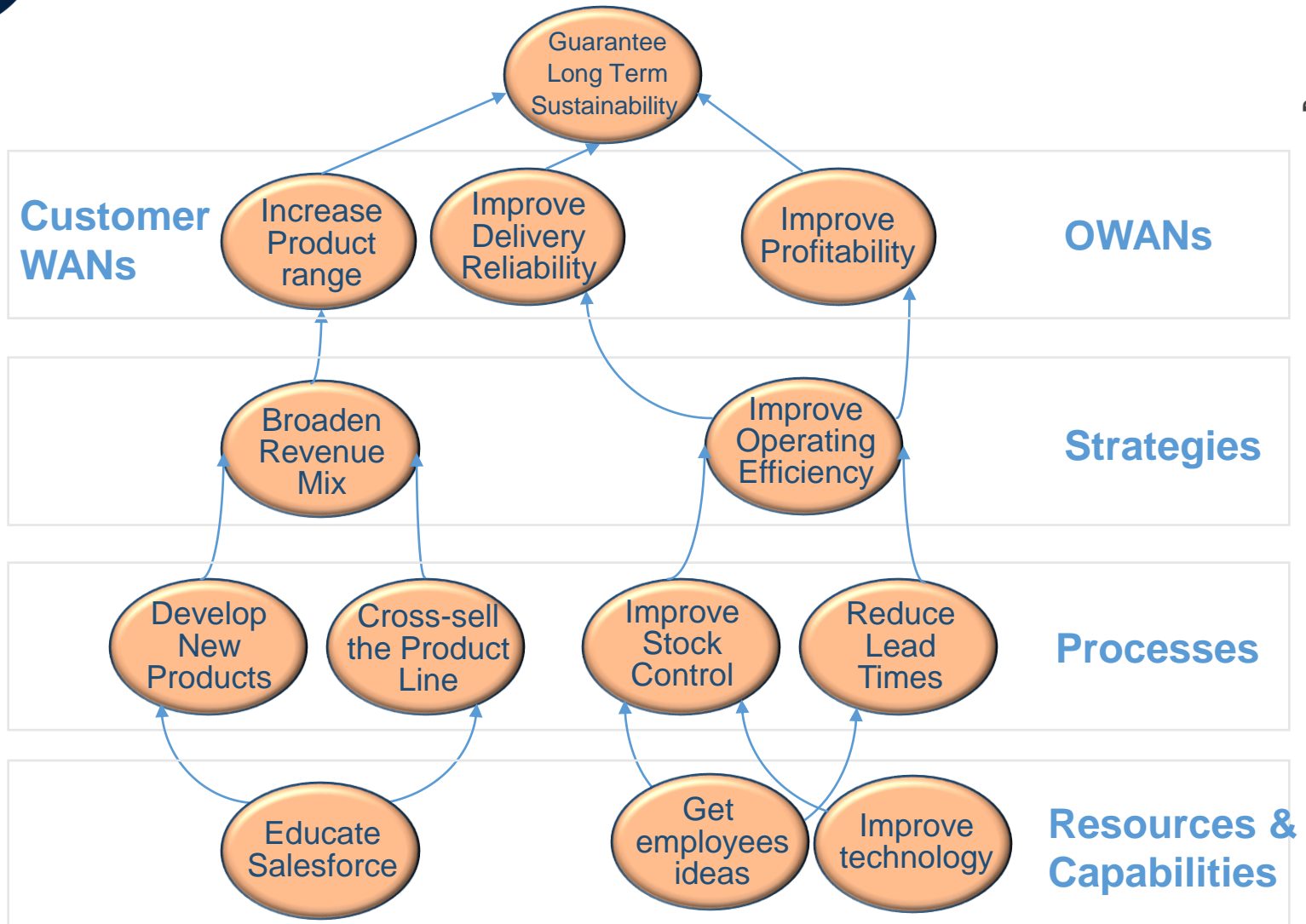
How?



Success Maps: An Example

“How?”

“Why?”



Success Mapping: A Few Key Points

- It's a *stakeholder-based* map – think about who the most salient/important stakeholders are
- It's a map of *action* – make sure all bubbles start with a verb
- It's a *causal* map – think about what actions will produce what effects