

Worksheet 2: Assumption mapping exercise

Explanation

An assumption map helps to test, validate or identify holes in the strategy (an assumption being an unchallenged input that shapes the strategy). It helps identify issues that could prevent the strategy from succeeding.

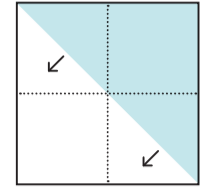
Step 1: Write down a list of assumptions that you think may exist. (e.g., use sticky notes – but not orange ones)

Step 2: Sort similar assumptions and then choose a high-level assumption to reflect the group (e.g., use an orange sticky note).

Step 3: First rank these high-level assumptions from top to bottom on the left of the diagram below by whether they have a high or low impact (magnitude) on the success of the strategy (use the orange sticky notes only on this worksheet).

Step 4: Second move these high-level assumptions across the diagram from left to right to show what is explicit (well recognised) and what is implicit (not well recognised).

Step 5: Now think about how you could move the assumptions from right to left and/or from top to bottom. Note: You will not be able to remove all assumptions, but by making them more explicit/transparent you are ensuring you know when you are taking a calculated risk. This will ensure when the strategy is reviewed or assessed, learnings can be made, and action can be taken early (saving money and time).



High magnitude

If the assumption is incorrect, it will impact the success of the strategy

				↑				

Explicit ← ————— How well acknowledged is the assumption? ————— → Implicit

				↓				

Low magnitude

If the assumption is incorrect, it will not impact the success of the strategy