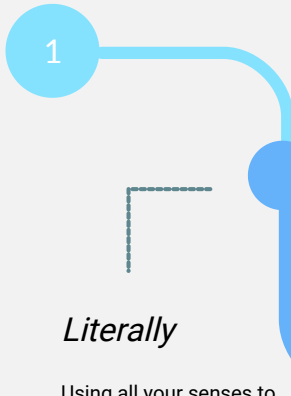


Sense-making map



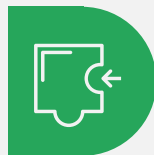
Observe

First, observe the situation to see where you are right now.



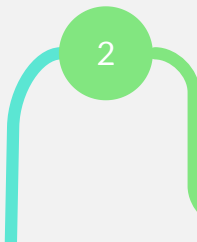
Literally

Using all your senses to observe what you can see, what you can hear, what you can feel, taste, smell.



Patterns

Next, look for patterns and inquire into these.

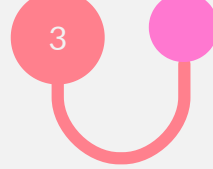


Specific

What patterns appear for specific areas or sectors? What makes you curious? What is surprising?

Broad

What do you notice in general? What are the exceptions to this? What is surprising?



Embed the changes

Implement what you learn as part of the greater cycle of quality improvement.

Learn from others

Those who have been through this before, from indigenous knowledge, from your peers and colleagues



Identify actionable insights

Use the reflections to identify actions

Figuratively

As a team, generate a list of the customer touch points and the channels on which those touch points occur today.

To learn more about this approach, visit Chris Corrigan's blog - Real time sensemaking.