

Learning Maps Communicate Success

Are you on the verge of telling your organization about a new strategy? Do you need to explain new rules, new processes or new performance measures?

Rather than using classic corporate communications instruments, try learning maps instead – they are the most powerful, successful change catalysts and engagement methods known to corporate communications. They are especially effective if you want to make sure every single staff member gets the message and understands the reasoning behind it. Thousands of large corporations have used them, yet learning maps are still largely unknown.

Learning maps are a methodology for capturing and communicating the strategic intent of a corporation. They work with **metaphors** when representing market dynamics or strategies – this is why they stick with people. As a mechanism for

delivering context to employees needing to **see “the big picture,”** they have no equal. They are also useful for depicting processes and process flows, supply chains, value chains, ideas and concepts. They are often used at the advent of a change or reorganization effort. They communicate holistically and very rapidly all the key bits and how they relate to each other. They **tell a story** creating alignment both at the top and then throughout the entire organization. Learning maps also play to both the left and right sides of the brain and to many different learning styles: visual, analytical, kinesthetic, social and even physical. Action inquiry and action learning are part of this.



As an added bonus, learning maps act as a strategy reality check. To create an effective learning map, strategy needs to be adequate, understandable, real, easily communicated and verifiable.

Many companies have found that during the course of visualizing and explaining the “New World” using learning maps, their strategy became much clearer, much more fine-tuned and more measurable. Implementation became **much easier** as well.

Because learning maps combine the advantages of low per capita cost and maximum impact on the entire staff, we strongly recommend they become part of your communications toolbox.



Bernhard Bachmann
Managing Partner
CC Change Champions GmbH
Am Klingenweg 12
65396 Walluf
T +49 6123 601206
E bbachmann@change-champions.com
W www.change-champions.com

