



# Impact Mapping: Making a Big Impact with Software Products and Projects

*Gojko Adzic*

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## **Impact Mapping: Making a Big Impact with Software Products and Projects** Gojko Adzic

Software is everywhere today, but countless software products and projects die a slow death without ever making any impact. The result is a tremendous amount of time and money wasted due to wrong assumptions, lack of focus, poor communication of objectives, lack of understanding and misalignment with overall goals. There has to be a better way to deliver! This handbook is a practical guide to impact mapping, a simple yet incredibly effective method for collaborative strategic planning that helps organisations make an impact with software. Impact mapping helps to create better plans and roadmaps that ensure alignment of business and delivery, and are easily adaptable to change. Impact mapping fits nicely into several current trends in software product management and release planning, including goal-oriented requirements engineering, frequent iterative delivery, agile and lean software methods, lean startup product development cycles, and design thinking. About the Author Gojko Adzic is a strategic software delivery consultant who works with ambitious teams to improve the quality of their software products and processes. Gojko won the 2012 Jolt Award for the best book, was voted by peers as the most influential agile testing professional in 2011, and his blog won the UK Agile Award for the best online publication in 2010.

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