Ecosystem Mapping

From an individual organization to a larger system of change, your work is part of an ecosystem — a dynamic network of interdependent parts that are "living" (people) and "nonliving" (services, resources). **Understanding where you fit can empower you to make strategic decisions, adapt to change, and identify partners to strengthen your work.** Parlay's Ecosystem Mapping helps you generate and harness newfound knowledge of your ecosystem at any level.

Mapping your ecosystem can help you...

Understand organizational reach	Track networks now and over time	Identify service gaps or silos	Document funding mechanisms	Name partners and promote connections

A simplified example: Planning a holiday drive...

North Pole Workshop's network of reindeer has lots of connections. Mapping them helps find untapped resources to make the drive more successful.

■ Sven secured sleigh rides during the drive from Max. Could Max ask John McClane to provide discounted security at the sleigh barn?

■ Drew Lou Who donated because he knows Comet. If Drew invited his neighbor The Grinch to donate, would Scrooge then consider donating to 'keep up with the Grinches'?

■ Cupid's friends Buddy, Michael, Jovie and Walter are volunteering, but they need one more volunteer. Maybe they should recruit Louis Winthorpe III, since he also knows Dasher?
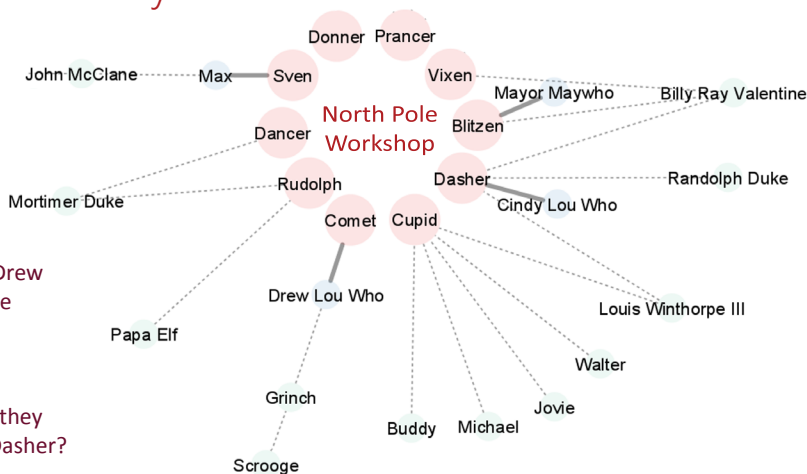
It all starts with the data collection...

An Ecosystem Map is only as strong as the data behind it. Depending on your goals, Parlay recommends an approach and helps facilitate data collection to gather the information. With the right combination of data, you can not only see potential but feel equipped to act on that potential.

Existing contacts database
Online survey
Crowdsource
Interview key actors
Group mapping workshop

↑ Use less interactive approaches for quick inventory of people, services or resources

↓ Use more interactive approaches to form new connections

There's power in visualization. See your connections more clearly to maximize your potential. 👓