

ROADMAP

The Roadmap toolkit is a blank timeline that helps you plan. To use:

- IDENTIFY** the overall **TIME SPAN**. (E.g. six months out, one year out, five years out, etc.)
- DIVIDE** the time span you identified into **SIX PERIODS**, and label the columns accordingly. The time periods do not need to be equal, and you should divide them up in the way that best supports your planning. For example, if you wanted to plan for three years, but get into more detail for the first six months, first three periods could represent two months each, the fourth period could represent six months, and the last two periods could represent one year each.
- Add **STICKIES** for things that need to happen in the appropriate columns, starting from the last column and working backwards. If you're using the Strategy / Culture Bicycle or the Goals / Success Spectrum, feel free to move pertinent stickies from those posters onto the Roadmap.
- Add names of **PEOPLE** responsible for different items to the appropriate stickies.
- GUT CHECK** the Roadmap. Does it feel realistic? Appropriately balanced? Adjust the Roadmap by moving stickies around or by adding or removing them. If you need to revisit assumptions from a previous toolkit (e.g. Strategy / Culture Bicycle), go back to that toolkit, then return to the Roadmap.

The Roadmap is an excellent tool for playing with scenarios and for planning realistically. Don't assume that you will get it right the first time. Take advantage of the stickies and explore different possibilities until the plan feels right.

CREDITS

Eugene Eric Kim and Amy Wu (Duende) created this toolkit with feedback from Kate Wing.

 Unless otherwise stated and to the extent possible under law, we dedicate this toolkit to the public domain. In other words, we waive all copyright and related or neighboring rights: <http://creativecommons.org/publicdomain/zero/1.0/>

You are welcome to reuse, redistribute, remix, and resell these toolkits. We hope you'll let us know how you're using these kits and what you're learning. For more information, visit: <http://fasterthan20.com/diy-strategy-culture/>