



# Mapping to Solve Product Problems

REMOTE TRAINING COURSE

## How skilled product teams use visual maps to drive action

Maps are a crucial learning and communication tool for product managers to widen impact and drive action within their organisations. Empower your teams to use mapping to visually work through, communicate, and solve product challenges.

### The big questions

- How can I use the process of mapping to facilitate complex discussions and align my team?
- How do maps tell stories, unpack problems, and uncover opportunities?
- How can I build an effective map and leverage it for impact?
- What does a systems thinking culture look like?

### What we cover

- **Introduction to Systems Thinking** – An overview
- **Problem Definition** – Set a goal for your map
- **Key Elements of a Map** – Understand map components, how they fit together, and where to start
- **Building a map** - Immediately apply mapping concepts to your own product problem
- **Mapping Processes** – Explore different mapping approaches and scenarios
- **Mapping Outcomes** – Facilitate your map for action and impact
- **Mapping Culture** – Get buy-in for the mapping process and build a culture of systems thinking

## What attendees are saying

“It's super valuable to understand how mapping as a tool fits into a product manager's toolkit and to dig into how the mapping process can make you a better product manager and advance your career.”

**Eli Montgomery, Head of UX at Cazoo**

“I felt learning about mapping and the thought processes that go into finding a solution will go a long way towards shifting the mindset taken when looking at problems in the team.”

**Yerik Perez, Player Support Producer at Riot Games**

“I am really pleased with this workshop. Our trainer had real-life examples from his daily work, but also gave us plenty of other frameworks and examples to learn from. You can tell he's a true expert in this field and was very patient and open to answering all our questions.”

**Jessica He, Product Owner at HelloFresh**

“This training helped me visualize our current processes, identify gaps in our structure, and how to approach facilitation in an effort to resolve any discrepancies.”

**Catherine Cheresh, Player Support Writer at Riot Games**