

MAP THE GAP

01

What would move?

IF

you can tell me what you've been responsible for throughout your career

BUT

you can't tell me what moved from A to B because you were there

→

START HERE

Find the change you create

What was painful, urgent or newly possible for the people you helped—and what became different after you got involved?

02

Who would pay for that change?

IF

you can name the change you helped create

BUT

you haven't found where that same need exists beyond your employer

→

START HERE

Find the moment someone needs you

Who is facing that situation now? What makes it important enough to act on—and who can authorise spending money to change it?

03

What are you visible for?

IF

people outside work know your name

BUT

they don't connect you to a situation they would call you about

→

START HERE

Become known for the right thing

Attention is useful when the right person remembers you at the moment that problem becomes theirs—not just when a post travels widely.

04

Why you?

IF

they can see what you talk about

BUT

they can't see what your judgement changed

→

START HERE

Show your thinking and its consequences

What did you notice that others missed? What did you decide or recommend? What happened next?

05

How does interest become work?

IF

someone thinks, "I need that kind of help"

BUT

there's no clear way to understand how you could work together

→

START HERE

Give interest somewhere to go

Can they get close enough to your work to trust you, recognise what they could bring you in for, and know how to start?