

# WHAT IS ESTUARINE MAPPING?

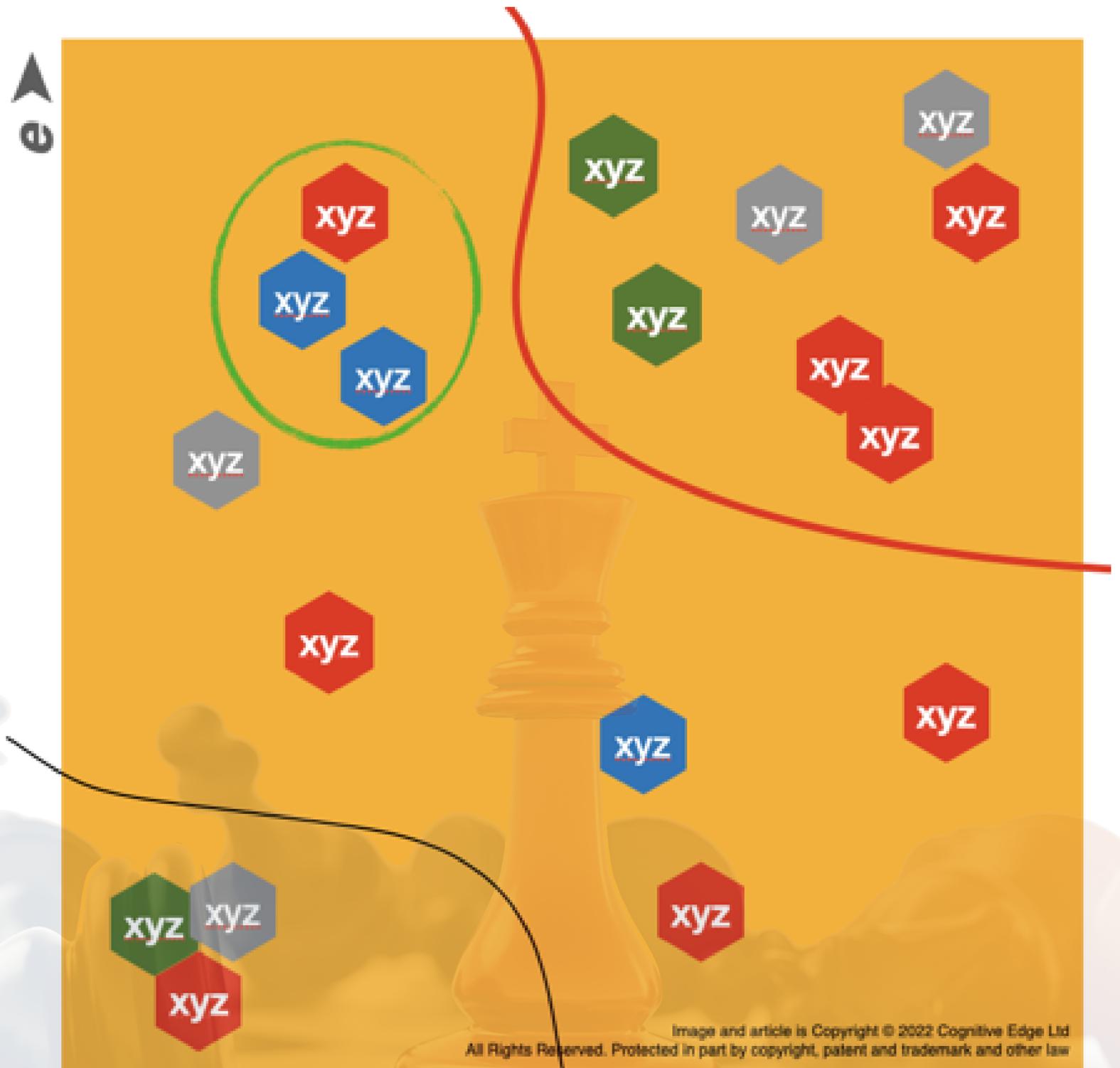


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# TACKLING COMPLEXITY

**ESTUARINE MAPPING IS A FRAMEWORK THAT HELPS ITS USERS DEAL WITH COMPLEXITY AND COMPLEX PROBLEMS.**

**LIKE A RIVER, IT MAPS OUT COMPLEX PROBLEMS USING CONSTRAINTS AND FLOWS OF POSSIBILITY.**

# **BUILDING THE MAP**

**FIRST, YOU MUST MAP  
THE CONSTRAINTS THAT WILL  
PREVENT YOU FROM ACHIEVING  
YOUR GOAL.**

**PLOT THE ENERGY THEY TAKE  
TO CHANGE AGAINST THE  
TIME THEY WOULD TAKE  
TO CHANGE**

# MAKING CHANGES

USE THIS MAP TO DECIDE WHICH CONSTRAINTS ARE WORTH TRYING TO CHANGE, AND WHICH ONES ARE NOT.

FOCUS ON CHANGING THE EASIEST AND **MOST IMPACTFUL** CONSTRAINTS FIRST

# **BE ADAPTABLE**

**AS YOU MAKE THESE CHANGES,  
YOU MAY FIND SOME  
CONSTRAINTS PROVE USEFUL.**

**YOU MUST DECIDE WHICH  
CONSTRAINTS SHOULD BE  
MAINTAINED, AMENDED OR  
DESTROYED**

# ITS ABOUT DIRECTION

**ESTUARINE MAPPING IS ABOUT  
SETTING A DIRECTION FOR  
YOUR STRATEGY, NOT HITTING  
SPECIFIC TARGETS.**

**RECOGNIZE THE DIRECTION  
THE WORLD IS HEADING  
AND **ADJUST** YOUR COURSE  
ACCORDINGLY**

**STRATEGY STARTS WITH  
LEARNING WHAT IS  
POSSIBLE**

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