MAPP®

Content Developer Guide

MAPP Content Developer Guide

Introduction

MAPP is a physical and online system that allows individuals and groups involved in the delivery of plans to build and implement those plans faster and more effectively. It links together the experience and knowledge of experts with a unique visual planning system. In this way MAPP enables users to quickly develop their basic plans around the generic steps which usually account for 75% of most activities, and then spend more time focussing on the 25% of steps that are specific to their context and situation and that are key to delivering a successful result.

We know that MAPP can be used to assist with any complex planned process that has clearly identifiable start and end points which are linked by a series of decision steps. These steps once agreed need detailing, ownership and timescales to ensure delivery. So if you have knowledge and experience of any planned process and you believe that others could benefit from your insight then MAPP can help you to distribute and commercialise it.

MAPP already has a network of hundreds of organisations and trusted advisers who use the system to develop plans for themselves or their clients. All users have access to MAPP Store and this is the vehicle through which we publish content and make it available for sale to them. This community of users is constantly growing and we market both new and existing content to all users on a regular basis to promote usage.

Content Creation Process

The diagram below shows the main stages of the content creation and production process:
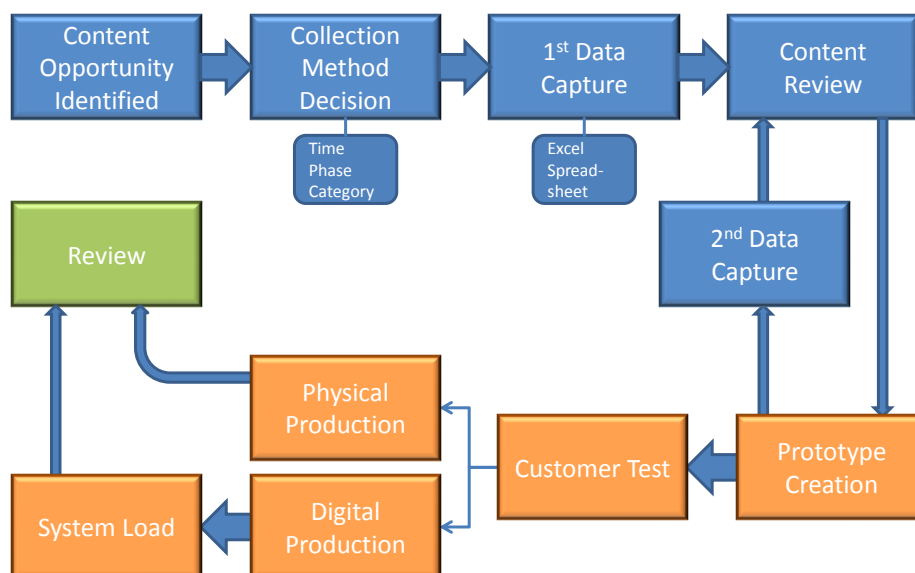
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Collecting Your Content

As a MAPP content provider, one of the most challenging tasks is the process of getting your knowledge out of your head (or wherever else it is stored) and captured. The MAPP process focuses on breaking up your experience and knowledge of a complex process into smaller, easy to access, steps that can be understood by someone else who does not have your insight.

Dependent on the type of content you are creating there are a number of approaches you can take to make the collection process easier. If, for instance, your process is driven by time you can focus on each time period and work out which steps happen in one period rather than in any other. If it has specific phases of development such as research, start-up, development, launch and review, this might provide an easier way to identify the key steps. A third way might be to consider categories or types of step such as thinking, writing, doing, checking and reflecting, or perhaps marketing, sales, technical, operations, HR and finance.

There is no preferred way and you might try more than one to see if each throws up different approaches to the same problem.

Data Capture

We recommend that as a first step you create a primary level of content which will involve identifying the name of the step and then giving it a short description of a couple of sentences and asking a single question of the reader such as in the example below.
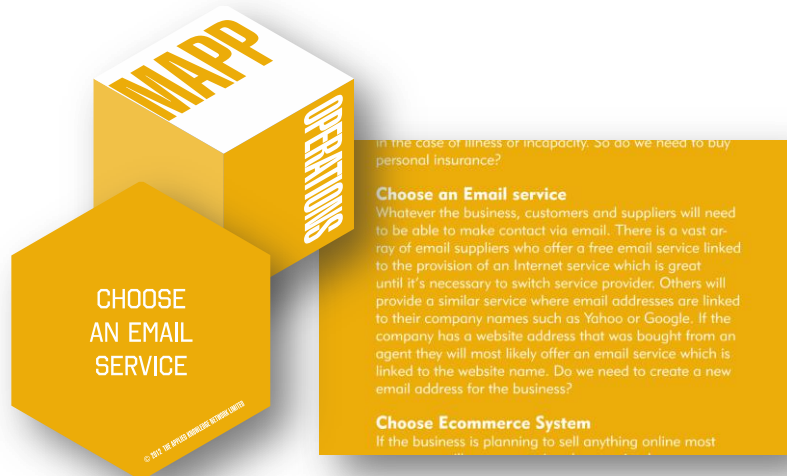
There is no rule as to how many decisions make up an ideal content set. Some sets have up to 100 decision steps and others less than 30.
Our advice is to get the knowledge expressed and then see how many steps you have created. Large sets can usually be subdivided into smaller more manageable sets after review.
In order to collect the content you should use the excel spreadsheet that is attached to this file if sent electronically. If you do not have it, then please download it from
www.themapp.com/content-creation.

It is useful to consider what you expect the outcome of each decision step to be when others use it. Will it initiate a single event (Book a Room) or a series of events (Review Potential Suppliers)? Will it require reference to further information, documentation, other media or databases? Will it require the involvement of other people or is it something that can be done by one person?

It may also be worthwhile considering whether the response to the decision step needs to be passed through a general filter to assess the validity of the response. The filter might be 'does this step meet with our corporate values' or 'does it fit with our overall strategic intent?'.

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Content Development

As mentioned above, the basic level spreadsheet will contain a set of decision step names along with some associated text that will generally ask the reader a question about whether the step applies to their situation. These two elements are the minimum we need to construct a basic content set. We recommend that the text takes no longer than 20 seconds to read out at a steady pace including the question.

Decisions about what content is supplied and at what level of detail is sometimes reflected by some content providers in their pricing approach (more details on pricing later in this document). Some offer the basic set at one price, and the set that includes task detail at another price to reflect the level of expertise that is being accessed.

Type	Name	Description
Decision	Acquire More Space	Working space may be vital to the effective operation of the business. Do we need to acquire more space?

The second level of detail that can be addressed within a content set is whether there are any standard tasks that can be associated with the decision step to help the user implement the decision. These tasks might break down the decision into even smaller steps or offer suggestions as to how the reader should implement the decision step most effectively using your knowledge and experience. The decision as to how many tasks should be included within each decision will again be dependent on the context of the content, but we recommend that if the task list gets longer than about 6 tasks it may be wise to split the task in two. If the task list is very long then a second embedded MAPP may be more useful.

Type	Name	Description
Decision	Acquire More Space	Working space may be vital to the effective operation of the business. Do we need to acquire more space?
Task	Identify Your Space Requirements	You may already be short of space but it is wise to work out how much space you might need in the medium-term future as you will not want to move more than once if you have to. So you will need to think about how much space you will need overall to manage your growth.
Task	Decide On Rent Or Purchase	You have options when it comes to new space, specifically whether you rent or buy, and you may want to consider both and look at which is financially better in the medium term.
Task	Search for a Space	There is now a huge amount of space advertised online (including from local government) so you can browse yourself or get an agent to work on your behalf to find appropriate places for you to view.

The third level of detail is focussed around what other information can be supplied to assist the user with implementation. In general, any further information should be highly context sensitive and should add significant value to the user who is focused on completing that specific task. Extensions to further information can include a wide variety of elements such as:

- Links to documents or templates that help to structure a task
- Links to internal and external sites where more detailed information is available
- Links to databases or other resources where data can be input or extracted
- Links to suppliers of products or services that may be useful in completing the task
- Links to ways to contact specific people who may be able to help

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Related to this last point, throughout all the content there is an opportunity to embed links back to you as the content creator, either by linking directly to relevant information you have gathered on your website or elsewhere, linking to you by email, LinkedIn, Facebook or by Skype address. Many content owners find that these links act as lead generators and allow you to provide exactly the sort of help the user need to successfully implement a specific step or decision.

Type	Name	Description	Task Notes	Decision Category
Decision	Acquire More Space	Working space may be vital to the effective operation of the business. Do we need to acquire more space?		Logistics
Task	Identify Your Space Requirements	You may already be short of space but it is wise to work out how much space you might need in the medium-term future as you will not want to move more than once if you have to. So you will need to think about how much space you will need overall to manage your growth.	There are some simple space estimation tools available at http://www.openofficespace.com	
Task	Decide On Rent Or Purchase	You have options when it comes to new space, specifically whether you rent or buy, and you may want to consider both and look at which is financially better in the medium term.	Look up local rent or purchase options in your local area at http://www.novaloca.com/	
Task	Search for a Space	There is now a huge amount of space advertised online (including from local government) so you can browse yourself or get an agent to work on your behalf to find appropriate places for you to view.	Why not try our focused resource for finding a space in your area by going to http://www.cheffins.co.uk/commercial/search.asp?sub=4&pg=3 or contact us directly on Skype at cheffinscommercial Our recent report on the local commercial property can be found at www.cheffins.co.uk/commercialmarketreport.pdf	

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Content Output

As a content provider you have the option of outputting your content in both digital and physical formats. All content is by default captured in digital format and loaded up onto the MAPP Store where it can be made available for download. The content can also be produced into a physical set of cards with an associated Team Guide which can then be used with the physical MAPP planning system.

Digital Upload to the MAPPstore

Once your content has been captured and reviewed it can be uploaded onto the MAPP Store where it can be made available for download by other users. Access to the content set can be managed so the audience can be limited to a selected few registered users or made public and effectively available to everyone.

The process of uploading your content is straightforward but it will need to comply with a set of criteria so that it can be added to the store and properly represented once loaded. This means that we will require some other data from you before it can move on. The required data is shown below but is also included on the second tab in the template spreadsheet which can be found at www.themapp.com/content-creation..

Element	Description
Content Provider Name	Name of decision set creator
Contact Name	Contact name of content creator if different to above
Contact Email	Contact email of content creator
Contact Number	Contact number of content creator
Content Creation Date	Decision Set creation date
Content Title	Decision Set title
Content Description	Simple description of what the decision set is for
Content Usage (Advice on most appropriate use of content)	Description of the most appropriate use of the decision set and what benefits it can bring to another user
Extra Information	Links to extra information such as links, documents, comments etc. on the nature of the decision set
Pricing	Decision set price

You may want to upload different versions of your content depending on what is included in each. For instance, you may include a basic version at a low price and a more complex version at a higher price.

Physical Production

A complementary option for all content creators is to create a physical version of your content that is produced as a set of cards and accompanying Team Guide. We have the ability to organise relatively short production runs (minimum of 20) of card sets and Team Guides with high quality outputs.

These materials can be packaged up with the rest of the MAPP planning system into attractive looking boxes which you can use as commercial or marketing devices for your own content.
The example below shows a set that was created for planning high-level negotiations within an oil company which includes the bespoke card set and team guide along with the standard MAPP planning kit all packaged up in a MAPP box.

All of the commercial terms relating to the creation of the physical product can be found in the Commercial section later in this document.

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MAPP Negotiation Set

includes:

1. MAPP Negotiation Card Set
2. MAPP Negotiation Team Guide
3. MAPP Planning Board
4. MAPP Accessories Pack
5. Getting Started Guide
6. ...all in a MAPP Box
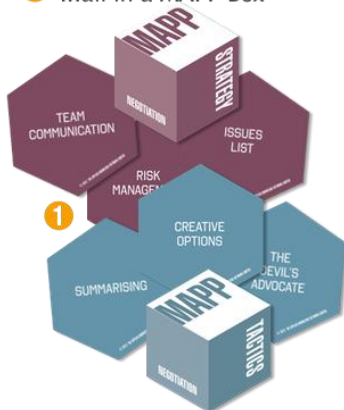
Commercial Terms

It is free to upload digital content to the MAPP Store.

Access to MAPP

Access to the MAPP service online is charged on a simple monthly basis with pricing related to the number of creator accounts (Primary Users) purchased and the number of MAPPs that can be created by those accounts. There is no limit to the number of free viewer accounts (Secondary Users) that can be created.

MAPP Store sales

As the content provider you know the value of the information, insight and experience you are providing so it is up to you to decide the price of the content you load up onto the MAPP Store. Other content providers already offer a range of packages including some of the ones shown below but you are free to create your own package appropriate to your specific offering. Some examples include:

1. A basic content set with decisions and descriptions
2. An extended content set including the basic set with full task descriptions for each step
3. An extended set with a pre-formatted MAPP showing a preferred sequence of steps
4. An extended set with sequencing as well as a package of consultancy support by the content creator

The commercial model for MAPP Store content is a very simple 30/70 split on revenue between Applied Knowledge and the content creator. There are no extra charges for credit cards, hosting or marketing. You as the content creator retain IP rights over the content and can withdraw it from sale at any time. You receive a monthly statement that details any purchases of your content.

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Physical MAPP Materials Sets

We currently sell our existing complete boxed content sets for up to £199 including VAT which consist of the full planning kit with cards books and accessories plus 3-month's free access to the online service. We can offer short run (minimum 20) production of equivalent bespoke MAPP sets on the basis shown below.
The prices shown are not fixed but are based on the estimated cost of producing 50 sets of an average bespoke MAPP content set including 60 cards and a 16-page Team Guide as well as all other regular components, online access and fulfilment.

Element	Cost
Physical prototype creation including editorial review, material design and layout, and prototype production for testing	£800
Production of the bespoke Cards and Team Guide	£1,200
Fulfilment of complete MAPP small or large boxed set, each with 3-month's online access included	£85
Management of the content creation process, including liaising with experts and producing first and second draft content sets for review. (This is not necessary if you feel can extract and format the content yourself)	£1,750

MAPP training and Corporate Licences

We provide a one-day training session for content providers focussed on the effective facilitation and coaching of clients using MAPP. This is available to content creators at a reduced cost from the standard fee for your staff and other nominated associates.

Fee for MAPP Practitioner Training   £500 (standard fee is £599)

If more that 4 delegates are trained at the same time the fees drop to £400 per delegate. There is also an annual renewal fee of £100 per Practitioner which is a 50% discount on the regular renewal fees.

If you or your client organisation wants to use MAPP as an internal tool, a MAPP Corporate Licence provides you with the opportunity to manage and control your own training in-house, licensing internal Practitioners both in the use of MAPP and your own content sets.

The Licence fee includes the training of a lead MAPP Practitioner who will be licensed to deliver in-house training and quality assurance as well as the provision of licences for up to 10 other internal MAPP Practitioners.

Corporate Licence Fee   £5000
Licence fees for additional trainees over 10   £250 each

White Labelling

MAPP offers the opportunity to both customise the physical materials to include your logo and strapline where appropriate and also to white-label the MAPP online system so that it can use your brand/logo, your colour palette and your FAQs and so appear as part of your own specific offering to your clients. Other customisation including secure hosting and dedicated server provision can be arranged.

The cost of customisation of the physical materials starts at £400 and white-labelling of the MAPP online system starts at £2,000 for the basic package (both once off fees). Both routes will involve discussion with us to establish your full requirements.

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