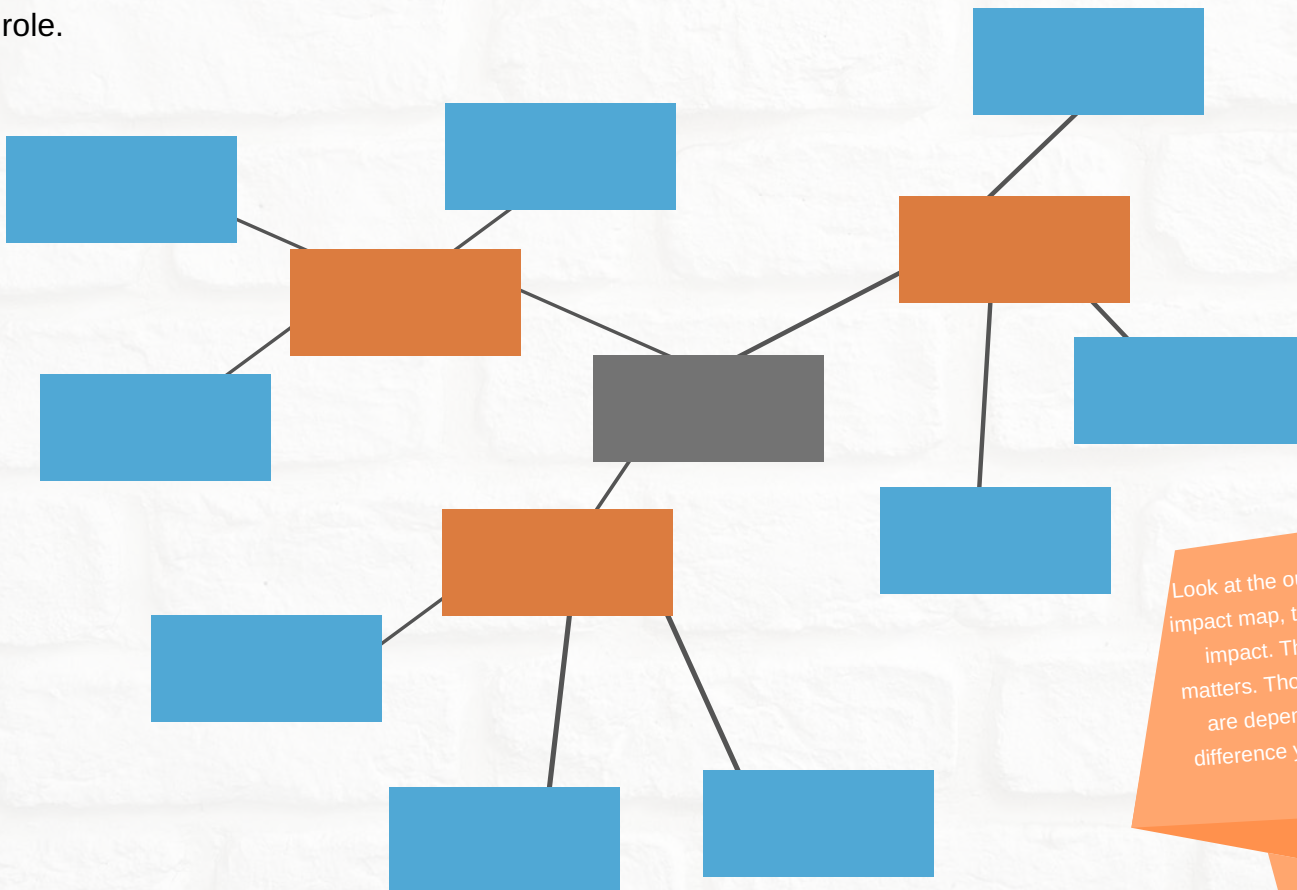
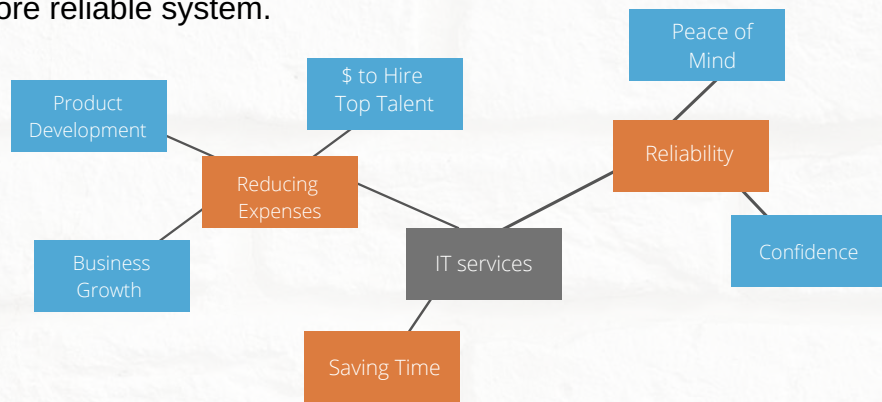


# Create an impact map to help you articulate how you make a difference.

To tap deeper into your sense of noble purpose, and feel personally connected to it on a daily basis, you must paint a clear picture of the impact you're having on the world.

To do this, try making an impact map, a visual representation of the ripple effect your products and solutions have on the customers you serve. Start with what you do in the center. Then, fill in a few spokes with the impact what you do has on others. For example, if you sell IT services, impacts would look something like reducing expenses, saving time, and having a more reliable system.

Now, go one more layer out. One layer out from reducing expenses? That enables an organization to invest more in product development, higher top talent, and grow their business. Saving time? More time to spend with customers, on new projects, and team building. More reliable system? Peace of mind that when you go home, you're not going to get a frantic "systems crash" call. Look at the example to the right, for IT sales, then make your own impact map for your role.



Look at the outermost layer of your impact map, the ripples around your impact. That's why your work matters. Those are the people who are depending on you and the difference you make in their lives.