


Journey Map Template: Planning for long-term progress in the context of COVID

Prepared by Jewlya Lynn, PolicySolve

www.policysolve.com



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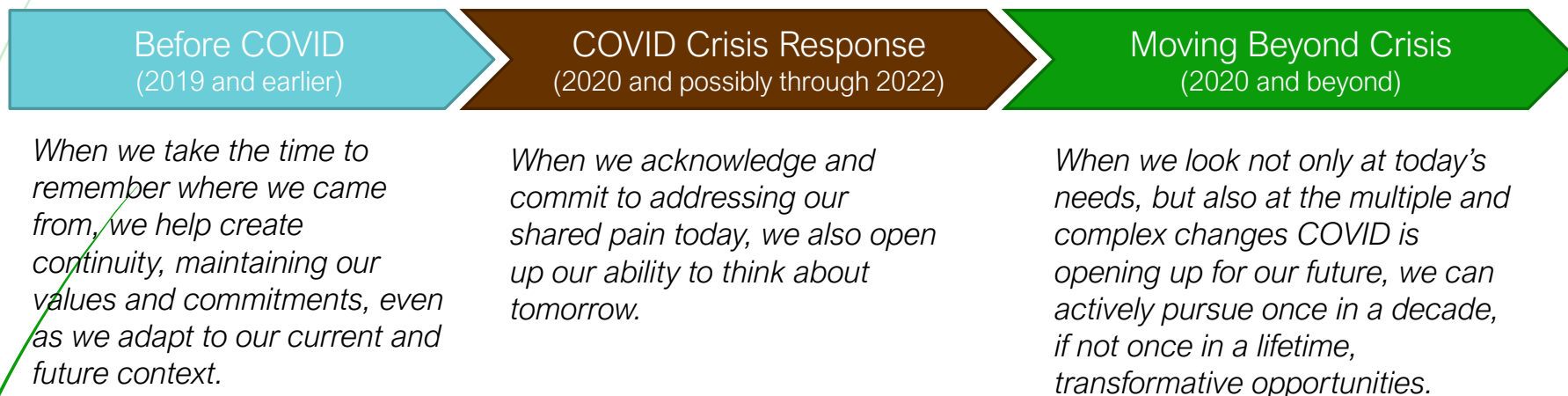
A decorative graphic on the left side of the slide consisting of several thin, curved green lines of varying shades, extending from the top left towards the bottom left.

“ If there is one thing history teaches us, it is that moments of shock are profoundly volatile. We either lose a whole lot of ground ... or we win progressive victories that seemed impossible a few weeks ago. This is no time to lose our nerve. The future will be determined by whoever is willing to fight harder for the ideas they have lying around.”

*Naomi Klein, Canadian author,
social activist, and filmmaker*

Understanding the Journey Map

Journey maps are straight forward tools that connect our history to our present and future. Each section includes three topics: the problem you wish to solve, the opportunities to act on that problem, and your specific solutions and strategies. Each section refers to a different moment in time. In the COVID context, **our future is overlapping with our present** – we have a very real crisis underway even as our systems are abruptly shifting, giving room for us to change the world in ways we may never have thought possible.



The purpose of this template is to proactively **tap into the unique opportunities for long-term change** created by our societal and governmental response to COVID, without losing site of immediate crisis needs. It is critical that organizations committed to advancing equity and addressing social and environmental harms **do not wait until the crisis is over** to ask ourselves, “What does this new future hold for the issues we care about?”

Your Journey Map: Reflection Questions

Before COVID
(2019 and earlier)

COVID Crisis Response
(2020 and possibly through 2022)

Moving Beyond Crisis
(2020 and beyond)

Priority Problems

- How did we define the problem we wanted to solve?

- What has changed related to our priority problems in the context of the COVID crisis moment?
- What gaps/systems vulnerabilities are evident?

- What opportunities do we see to move boldly forward, pushing beyond where we previously envisioned our impact, solving problems we had defined as not solvable?

Opportunities

- What trends or key events were we relying on to advance our work?
- What were the most significant barriers we faced?

- Who else is trying to solve for these crisis problems?
- What are they not doing that we could do? Who are they not reaching that we can reach?

- What have government/other actors tried in the crisis moment of COVID that we want to sustain? That we must make sure does not sustain?
- What is most volatile and uncertain in this environment and its immediate future?
- What parts of the system are most vulnerable to our influence?

Solutions/Strategies

- What did we define as the viable solutions?
- What did we define as our best role in advancing those solutions?

- What solutions will be helpful in this crisis moment?
- What is our best role in advancing these solutions?

- What solutions are most critical to pursue, solutions that will have lasting impact and transform the systems that are responsible for the problems we want to solve?
- What is our best role in advancing these solutions?

Your Journey Map: Template

Before COVID
(2019 and earlier)

COVID Crisis Response
(2020 and possibly through 2022)

Moving Beyond Crisis
(2020 and beyond)

Priority Problems

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Opportunities

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Solutions/Strategies

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“Now is the time for all of us to remember our ancestors, where we have come from and that pandemics have happened before. The way we respond to this crisis matters. It will be history-making, and our decisions and leadership now must be filled with virtue and attuned toward justice.”

Colleen Echohawk, Executive Director, Chief Seattle Club, 4/3/20

Feedback on the template? Questions? Please feel free to contact:

Jewlya@policysolve.com