

Influencer Map Template

This printable worksheet provides a template for influencer mapping.

Instructions

Start by brainstorming a list of the individuals and groups who may have an influence in adopting and sustaining your educational product. Depending on the product, this list could include roles such as directors of curriculum, school district superintendents, state education agency leaders, parents, teacher committees, or chief technology officers. If you have champions for your product, they may be helpful in identifying who these key influencers are. Consider how these individuals or groups might vary across district or school settings (for example, large vs. small districts). Then, to prioritize your list, consider the influence and interest of each, placing them into the grid below.

- Those in the **top-right quadrant** have the greatest influence and interest. They likely include your customers and are critical for you to engage to understand market requirements, as they can be either key champions or gatekeepers.
- Those in the **top-left quadrant** can also serve as gatekeepers. You may want to engage these individuals or groups to understand their top priorities and expectations.
- Those in the **bottom-right quadrant** may include your end users (for example, teachers) and those who stand to benefit from your product (for example, students or families). They should be engaged in efforts to achieve product-user fit. While they may not have decision-making influence, they may be champions who can support your access and appeal to influencers.
- Those in the **bottom-left quadrant** include individuals and groups who are not end users of your product and are not in positions to make product procurement decisions. They are unlikely to provide insight into market requirements beyond what you could collect from those in the other three quadrants.

LEARN to Scale Toolkit

This resource is part of the LEARN to Scale Toolkit. The toolkit is designed to support researchers and developers in using the Invent-Apply-Transition framework to create, test, and scale evidence-based educational products. Access the full toolkit at learntoscale.org.

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