
Relationship Mapping for Outcomes

A practical six-step guide to identify, prioritise and nurture the relationships that help you deliver your goals.

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Workshop guide

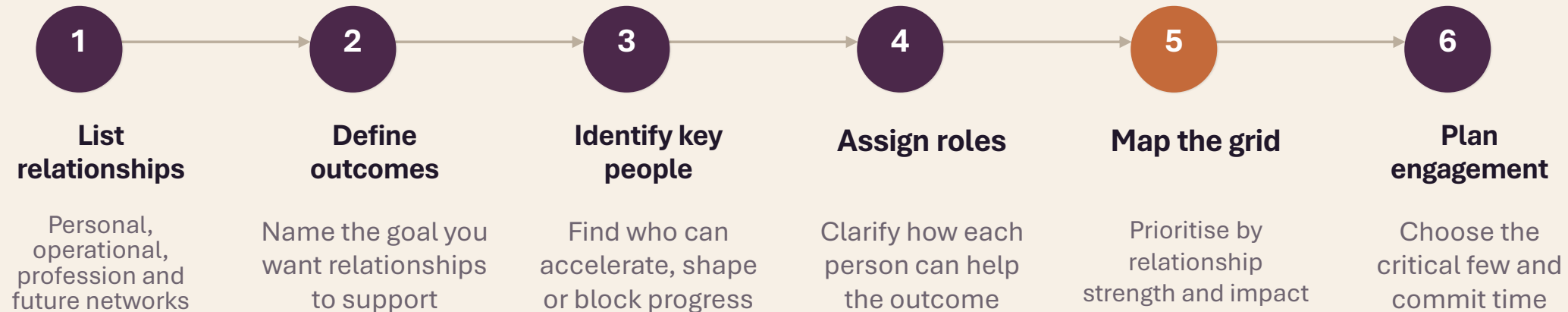
Start broad, narrow deliberately, engage consistently.



The six-step relationship mapping workflow

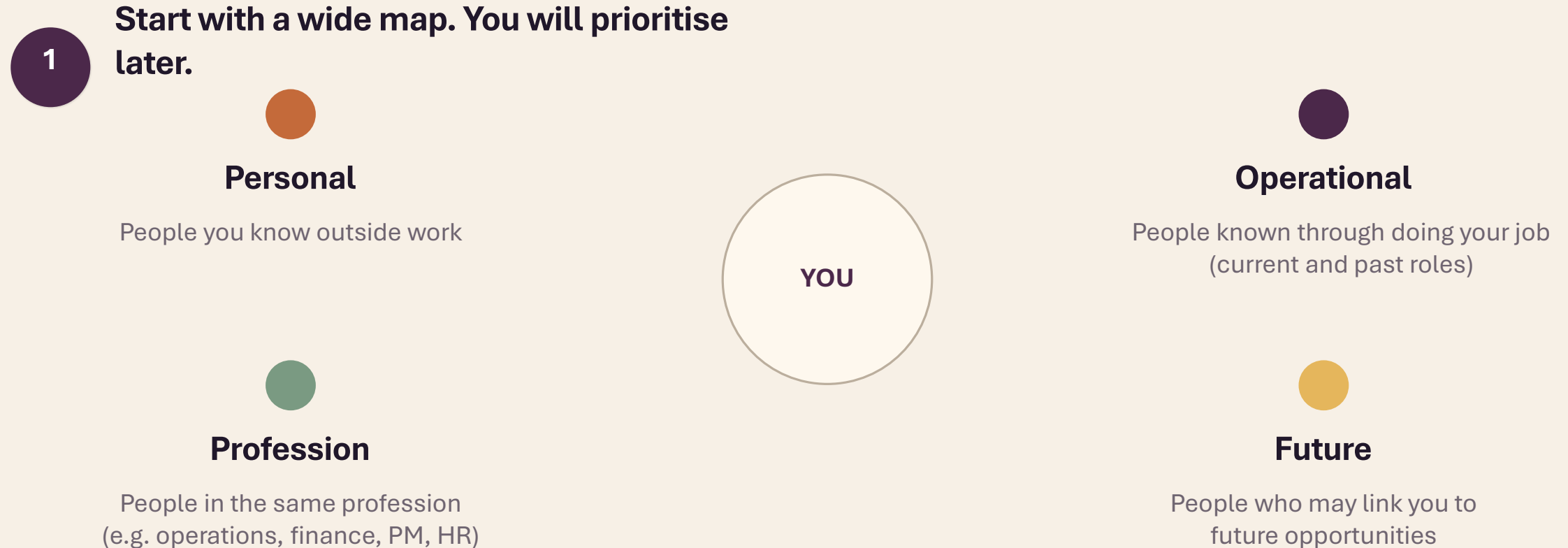
Move from a broad relationship list to a focused, practical engagement plan.

Core principle Treat relationships as part of delivery strategy: be specific about the goal, honest about influence, and intentional about follow-through.



Step 1: list your relationships

Map the people you know into four relationship pools before judging relevance.



Tip: include people you know well and people you only know lightly — both can matter later.

Steps 2–3: connect outcomes to key people

Define the outcome first, then pressure-test who can accelerate or block it.

2

Identify the outcome you want to achieve

- **Position yourself for promotion**

Who needs to recognise your impact?

- **Deliver a programme across the organisation**

Who owns decisions, dependencies or adoption?

- **Build credibility in a new area**

Who can validate your expertise or open doors?

3

Key people who support the outcome

— Who could accelerate this?

— Who could slow or block it?

— Whose opinion shapes the narrative?

— Which relationship can test the list?

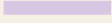
Output of this step

A draft list of people to analyse in the role and priority steps.

Step 4: define the role each person can play

Analyse your list through five role lenses — then look for gaps.

4 Role lenses

-  **Sponsors / advocates** Speak up for you and create visible endorsement
-  **Enablers** Remove barriers and help things happen with less friction
-  **Deliverers** Contribute directly to delivering the goal
-  **Influencers** Shape the narrative and influence how others see the work
-  **Experts** Provide credibility, knowledge and validation

Gap check Are any roles empty? What might explain that — and who could fill the missing role?

Step 5: map key people by strength and impact

Use the grid to turn a long list into a clear prioritisation decision.

5

Portfolio grid

	Strong relationship	Weak relationship
High impact on goal	Maintain and leverage	PRIORITISE
Low impact on goal	Stay connected	Deprioritise

Next move: invest deliberately in high-impact weak relationships while maintaining the strong ones that already help delivery.

Step 6: create an engagement plan

Focus on the critical few and define what “great” means in practical terms.

6

Plan only 6–10 critical relationships

01

What does great look like?

Define the relationship outcome clearly.

02

What does that mean practically?

Name specific behaviours, conversations and moments.

03

How much time can you give?

Choose a realistic day / week / month cadence.

Simple engagement plan format

Name • role • desired shift • next conversation • cadence • follow-up action

Top tips for building relationships

Relationships strengthen through authenticity, consistent value, curiosity and reliability.

- | | | |
|----|-------------------------------|--|
| 01 | Think long-term | Avoid treating relationships as one-off transactions. |
| 02 | Be useful | Offer insight, support or connection before you need help. |
| 03 | Be intentional | Know why each relationship matters to the outcome. |
| 04 | Be reliable | Do what you said you would do, when you said you would. |
| 05 | Ask for their thinking | Invite perspective; people value being heard. |

Working principle Relationship building is a delivery discipline: clear intent, useful action and steady follow-through.

Your next 30 minutes

Turn the map into action while it is still fresh.

1

Choose the outcome

Write one sentence that defines the goal.

2

Select the critical few

Pick 6–10 relationships from the grid.

3

Book the next move

Schedule one useful conversation or follow-up.

Commitment

One relationship. One next action. One cadence you can sustain.