

Build & Code

Less is more to build & code a Player Map

Step 1

1. Add key client Players*
2. Add notes on Players
3. Add LinkedIn® profiles

* Players active on this project, not everyone on the org chart

* Abbreviate titles to fit in box and enter the location or TBD

- ✓ Player Maps are NOT org charts, so zero in*
- ✓ **Limit dimensions to @ 12 wide by 6 deep**
- ✓ Code symbols for the project NOT company

* We advise subset Player Maps for divisions, geographies, etc.

BUILD your client bridges

Add **notes** to key Players

* Short comments on Players re: professional & personal insight

Player Map Title



Player



Business



Champion



Competitor



Contract



Funds



Pen Power



Solution



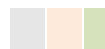
Source



Bridge: existing



Bridge: required



Our Team



Note



LinkedIn®

Positive Neutral Negative

High ● Medium ● Low ●

“Client, Project, Price, Date” to instantly see Player Maps

MAJOR influence on project direction and final decision

interested in the business impact and ROI of the project

“wants you & only you to win”, working to help you win

backing our competitor and hindering our ability to win

responsible for finalizing contract terms for the project

administers funds or secures the funding for the project

person who must ultimately endorse/sign-off on project

expert chartered with overseeing/designing specifications

shares information, but may also share with competitors

identifies existing professional or personal relationship

professional or personal relationship we must establish

our people or partners actively engaged with the client

insight on person, client [Player Plan](#), Our Team bridges

indicates hyperlink to that person’s profile on LinkedIn®

shows how someone is leaning toward you on project

do the key Players exercise high, medium or low power

Step 2

1. Add team & partners*
2. Add bridges to Players
3. Add notes on bridges

* Your team & partners who are actively working with Players

* No standalone boxes to help ensure PMX formats correctly

- ✓ You want 1 or more Players & Champions
- ✓ **Apply other symbols to the 1 lead person**
- ✓ Fewer symbols help ensure visual clarity

* PMX can format a maximum of 3 symbols on any person

SEE your key relationships

Add **notes** to your Bridges

* Foundation for Existing and how will build for Required