

My Impact Map

Keep this page. Reflect on one recent interaction through intent, impact, and shift — and capture your plan in the blanks.



INTENT

1

How did I intend to show up?

What tone, energy, or presence were you aiming for?

I INTENDED TO:



IMPACT

2

How might I have landed?

What might your team have picked up from you?

I MAY HAVE LANDED AS:



SHIFT

3

What will I change next time?

One small, intentional adjustment to try.

MY ONE SHIFT:

MY COMMITMENT THIS WEEK *One intentional shift I'll bring to my very next interaction with my team:*

Remember: Comparing how you intended to land with how you actually landed turns one moment into a lasting habit of self-awareness.

In Practice: A Feedback Moment

See how one leader replayed a single moment of feedback through intent, impact, and shift.



INTENT

I meant to lift the bar.

I wanted to push the team toward stronger work.

I INTENDED TO:

- Show I cared about getting it right
- Motivate the team to aim higher



IMPACT

It may have stung.

In a group, tone can drown out the message.

THEY MAY HAVE LANDED AS:

- Called out in front of their peers
- Unsure their work was valued



SHIFT

One small change.

Same message, safer delivery.

MY ONE SHIFT:

- Give hard feedback one-on-one first
- Open by naming what's working

THE COMMITMENT *The one move this leader chose to act on this week:*

“This week I’ll share any critical feedback privately first — and open every conversation by naming one thing the person did well.”

Notice: *The gap wasn’t in what they meant — it was in how it landed. Naming that gap is where the shift begins.*

In Practice: A Quick Hand-Off

See how one leader replayed a rushed project hand-off through intent, impact, and shift.



INTENT

I meant to show trust.

Handing over a big project felt like a vote of confidence.

I INTENDED TO:

- Signal I believed in their skills
- Give them room to lead something visible



IMPACT

It may have overwhelmed.

A fast hand-off can read as being dumped on.

THEY MAY HAVE LANDED AS:

- Unsure of the goal or the deadline
- Anxious about carrying it alone



SHIFT

One small change.

Same trust, clearer hand-off.

MY ONE SHIFT:

- Frame the why and the finish line
- Offer a quick first check-in point

THE COMMITMENT *The one move this leader chose to act on this week:*

“This week I’ll pair every hand-off with a two-minute context — why it matters, what done looks like, and when we’ll check in.”

Notice: *Even a gift of trust can land as pressure. Owning the hand-off is where the shift begins.*

In Practice: A Coverage Hand-Off

See how one team member replayed a rushed coverage hand-off to a teammate before PTO through intent, impact, and shift.



INTENT

I meant to lighten the load.

Handing my work to a teammate before PTO felt like protecting my time off.

I INTENDED TO:

- Trust a teammate to cover my work
- Fully unplug while I was out



IMPACT

It may have left gaps.

A quick hand-off can skip the context that matters.

THEY MAY HAVE LANDED AS:

- Unclear on where things stood
- Worried about missing key details



SHIFT

One small change.

Same care, clearer coverage.

MY ONE SHIFT:

- Write a short status for each open item
- Name one person to reach with questions

THE COMMITMENT *The one move this team member chose to act on this week:*

“This week I’ll hand off coverage with a one-page status — where each item stands, what’s next, and who to ask.”

Notice: *Even a thoughtful hand-off can leave gaps. Owning the coverage is where the shift begins.*

Strategies to Own Your Impact

Practical moves to try — and a question to ask — at every stage of intent, impact, and shift.



INTENT

Set your intention.

TRY THIS:

- Name the outcome you want before you speak
- Choose the tone that fits the moment

ASK: “What do I want this person to walk away feeling?”



IMPACT

Read the impact.

TRY THIS:

- Watch body language and what goes unsaid
- Invite honest feedback, then just listen

ASK: “How did that actually land for you?”



SHIFT

Make the shift.

TRY THIS:

- Adjust one thing — delivery, timing, or setting
- Circle back to repair and reconnect

ASK: “What one change would close the gap next time?”

MY COMMITMENTS *One specific, intentional move I’ll make for intent, impact, and shift this week:*

INTENT:

IMPACT:

SHIFT:

Remember: *Impact, not intent, is what your team remembers — so close the gap on purpose.*