

Map Your Zone of Impact

A 20-minute worksheet to align the problem you care about, the way you naturally help, and one small asset that can carry your value further.

PRACTICAL FOUNDER RESOURCE

THE NARROW PROBLEM THIS SOLVES

“I have useful experience, but I do not know what to build around.”

You are finished when you can name one aligned asset, one person who could use it, and one signal to collect.

Map what is already true

Use evidence from your real work and conversations. Short, specific answers are more useful than polished statements.

1 — PURPOSE

Who do you want to help? What problem do you care enough to keep solving? What change would matter?

2 — INFLUENCE

How do people already come to you for help? What do you explain, clarify or make easier?

3 — ASSETS

What have you already created? What repeated conversation could become a checklist, map, guide or workshop?

Turn alignment into one useful object

Your Zone of Impact is where purpose, influence and assets overlap. Purpose gives direction. Influence shows how you naturally create value. Assets let that value travel without you being in the room.

Purpose + influence, no asset

Your value stays trapped in repeated conversations and personal effort.

Influence + assets, unclear purpose

The work may be visible, but it feels scattered or hard to position.

Purpose + assets, weak influence

The asset exists, but it is not yet connected to real trust or usefulness.

CHOOSE THE SMALLEST USEFUL ASSET

Do not begin with a full course. Start with the smallest object that could help someone act: a useful message → checklist → conversation guide → worksheet → webinar → playbook → repeatable offer.

MY FIRST ASSET

What problem does this solve — and is that the bottleneck now?

From repeated help to a travelling asset

This example is illustrative. It demonstrates the mapping process; it is not proof of demand or a clinical recommendation.

PURPOSE

Help clinicians with promising service-improvement ideas avoid losing momentum between shifts.

INFLUENCE

Colleagues already ask this doctor to turn a messy idea into a clear first step.

ASSET

A one-page re-entry checklist: last decision, evidence gathered, next safe action, and who to contact.

SMALLEST TEST

Give the checklist to three colleagues who have paused projects and watch whether they can resume without another long explanation.

USEFUL SIGNAL

At least two people use it, name a clearer next step, or ask to share it with someone else.

Founder lesson

Influence compounds when one useful translation becomes an asset that can work without you in the room.

Choose what to build next

Keep this small enough to complete or test around clinical life. The aim is useful evidence, not a perfect product.

MY ZONE OF IMPACT

I help [person] with [problem] by turning my ability to [natural influence] into [asset].

THE SMALLEST ASSET I WILL BUILD

A message, checklist, map, conversation guide, worksheet, slide or other useful object.

WHO WILL USE OR REVIEW IT

Name one to five reachable people — not a broad audience.

THE SIGNAL I WILL WATCH

What behaviour would show that it clarified, helped, travelled or deserved another iteration?

DATE AND RE-ENTRY STEP

By: _____ If interrupted, my next smallest action is: _____

REFLECTION PROMPT

What did this make clearer?

Turn clarity into progress

Your Zone of Impact becomes useful when you put one small asset in front of a real person, notice what helps and improve from evidence.

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Bring the asset you chose, the person you want to help and the signal you will watch. You do not need a complete business before you begin.