



EDIFY LEARNING FORUM

CONTEXT INTELLIGENCE FOR HIGH-IMPACT ORGANISATIONS

A one-page guide
edifyelfa.com

THE MAPS FRAMEWORK

Four forces shape every organisation your team will ever work in.

Before you enter a market, deploy a team, or launch a programme, read **the environment**. MAPS is our proprietary lens for doing exactly that, consistently, across radically different contexts.

WHY THIS MATTERS

Most training fails not because of poor content, but because it is disconnected from the environment in which it is applied. Organisations rarely fail for lack of information they fail because the information they have is read through the wrong lens.

M Mindset Calibration

HOW PEOPLE THINK & DECIDE

Every context has dominant mental models assumptions about risk, time, trust, and success that shape every interaction.

ASK: *What assumptions am I carrying in? What mental models dominate the environment I'm entering?*

A Authority

WHO ACTUALLY DECIDES

The org chart rarely tells the whole story. Real authority often sits with elders, regulators, or gatekeepers with no formal title.

ASK: *Who holds formal decision rights? Who holds informal ones? Are they the same people?*

P Power

HOW INFLUENCE FLOWS

Power is the current beneath the structure. It flows through relationships, resources, information, and reputation not through titles.

ASK: *Who can quietly accelerate us? Who can quietly block us? Why?*

S Systems & Social Trust

WHAT HOLDS IT TOGETHER

Every context has rules, routines, and a level of social trust that determines how the system actually operates in practice.

ASK: *What can I reasonably expect? What will take longer than planned? What cannot be forced?*

USE IT LIKE THIS

Before any high-stakes decision a market entry, a deployment, a programme launch, a research rollout walk your team through all four letters. **If you cannot answer the question under each, you are not yet ready to act.**

READY TO GO DEEPER?

Explore Leading Beyond the Map
edifyelfa.com/programmes/market-expansion

Edify Learning Forum
Calgary, Alberta · Nairobi, Kenya
admin@edifyelfa.com