

## Mapping for Strategic Impact

For many years the mission research community has consumed information and data through lists and spreadsheets. These are effective tools for presenting a vast quantity of information, however, these formats do not provide a method of “seeing” strategic data in a way that combines multiple sets of information or research. Maps have long been used to highlight information and give a sense of distance and space. Hence, maps provide a means of “seeing” data spatially and in relationship with other information. Questions that arise are: How close is that people group to another similar group? What are the physical barriers that prevent the gospel from spreading? What are the other factors that make this an opportune time to invest personnel resources to reach this people group? What physical needs might be met and who are the players in the area?

Mapping for strategic impact presents a rationale, method and tools used to visual data about various research components. Through the use of interactive maps, researchers can “see” information and relationships that are not clearly evident with a list view. By combining various data layers, demographics, points of ministry convergence, and natural disasters, researchers can advise strategists where to deploy their resources for maximum impact.

This presentation makes a case for the use of strategic mapping to focus and refine existing strategic efforts and identify opportunities using spatial analysis. During the presentation, data and tools will demonstrate available tools used in mapping to present information geospatially. The paper provides participants with a rationale and methodology to use mapping for strategic impact.