

1. Preliminary interviews about what causes success in the organization to elicit constructs to start the map (A, B and C)
2. Set up the map with the preliminary constructs as starting points
3. Begin the mapping process with questions such as:  
What causes that?  
How does it happen?
4. If the flow of constructs stops, ask questions such as:  
Could you give us an example of how that happened?  
Could you tell us a story?

