

Context Analysis: _____



Language

What is the language of the domain? _____

Rate your “fluency” in the language:

0	1	2	3	4	5	6	7	8	9	10

“Buzz” words, key phrases and concepts for this specific unique setting:

Resources for language skills:

Context Mapping

Formal

Informal

Structure

Circle the person with whom you gained entry.
 Use double lines to indicate strongest ties within the system.
 Put a square around any person with whom you need to strengthen ties.

Patterns

How does information flow within the system?
 How are decisions and changes typically made?

Attitudes

What are the prevailing attitudes within the system?
 What does each key person value?
 What supporting ideas are likely to work well?
 What supporting ideas are likely to elicit a negative reaction?

Means of Influence

What options are available for influence within the system?
 What are the primary means of influence available to you?
 What are ways of broadening the means of influence?

