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?
   - Could you narrate a story about the occurrence of c?