

THE ART OF POWER-MAPPING

Power-mapping will both help you to identify power relationships and show you how to influence them. Mapping can help clarify a complex issue and identify those that have an investment in that issue. Also, by mapping out who you are trying to influence (your focus), and who influences them, you are able to identify where in the chain you have influence.

Once you identify the diversity of stakeholders, you can begin to link them together via the issues they care about. By mapping out sources of support and opposition, power mapping will help you to determine exactly where and how you should focus your strategy and outreach.

1. Get yourself a thick marker and one or more large sheets of paper.
2. Identify your “focus” – who or what you are trying to influence. After you identify your focus write it in the center of the page. Your focus can be a specific person or target such as your city council member, or a larger issue such as security in parks.
3. Who has a direct influence over you “focus”? If you are trying to influence the mayor, think about who influences him – for example the city council or the voters. Write them down in the area around your “focus”.
4. Ask the question again for each individual or group you identify. Write down your responses in a logical manner (see example below). Repeat the power mapping exercise again and again for each individual entity.
5. Take a look at your page and look at all of the different groups or individuals listed, and the different paths you can take to reach your “focus”. Now you are able to identify whom you should reach out to and how you can better reach out to them.
6. Continuously re-evaluate your power-map throughout the campaign.

SAMPLE POWER-MAP

