

Power Mapping Worksheet

When using this worksheet, remember that this metric is not static, nor are the lines strictly drawn. Groups or individuals may move from being opponents to being allies (or vice versa) as your advocacy work progresses. It is critical to analyze this power map and keep returning to it to see what roles may have changed.

Setting the Stage

Allies	
Beneficiaries	
Opponents	
Decision Makers	
Influencers	

Key Follow Up Questions:

1. Allies and Beneficiaries: Who can you bring into this campaign as stakeholders and supporters? How can you build a coalition that capitalizes on the strength of these allies?
2. Opposition: How can you ensure the opposition stays at least neutral? How do you keep your actions from mobilizing your opposition against you?
3. Decision Makers: Which decision makers have the most connections to your objective/target?
4. Influencers: Who do you know and how influential can they be over your objective/target?

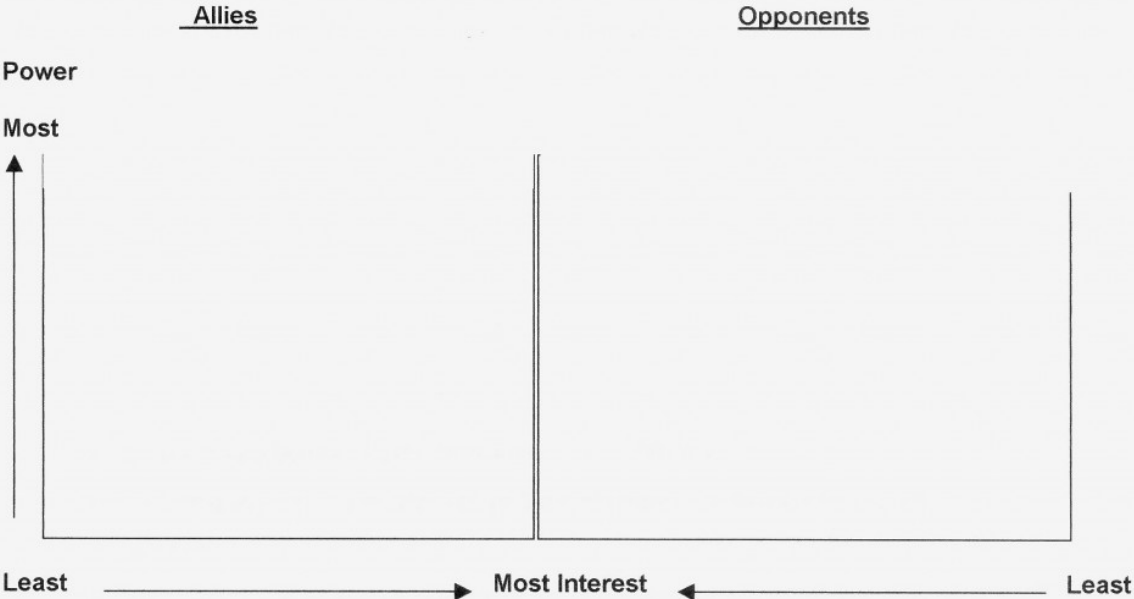
Power Mapping



Advocacy is about building personal relationships

Power Mapping Tools

Tool 3: Power and Interest Chart

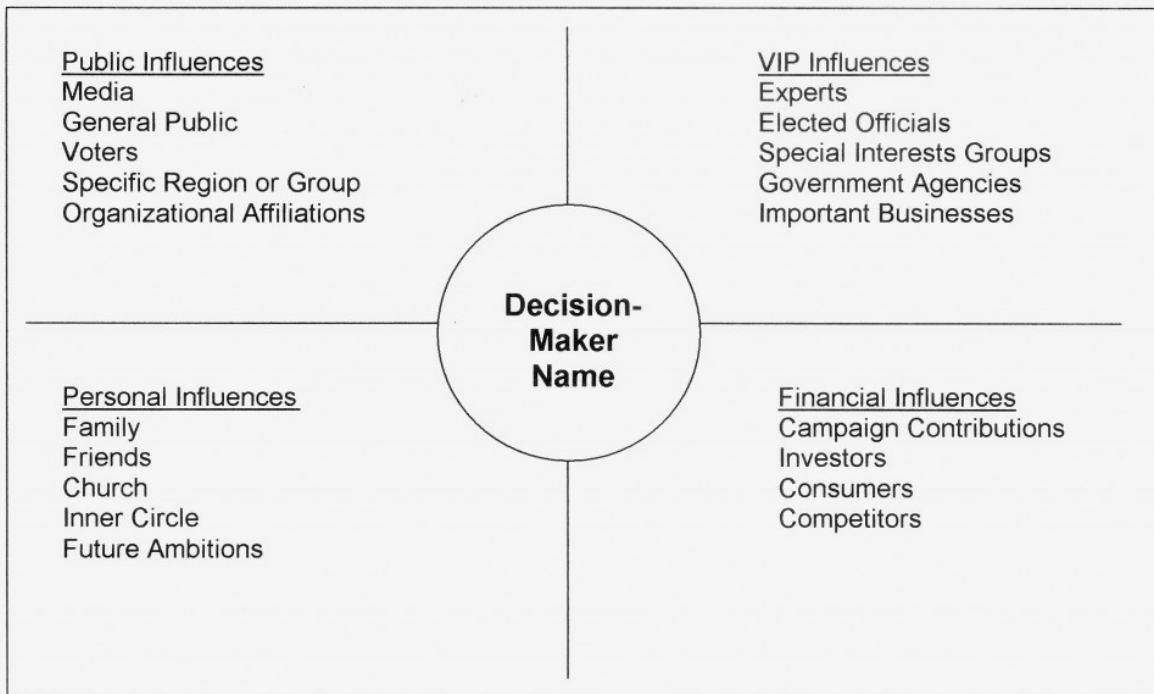


Put all possible stakeholders on this chart with those having the most power near the top and those with the most interests near the centerline.

Then you want to focus energy on those with the most power and the most interest.

Power Mapping Tools

Tool 2: Power Mapping



1. Who has the power to decide? Put them in the center
2. Who are the less powerful players that influence decision maker? Write their names down in the appropriate category
3. Who of these have the most influence? Circle them
4. Who do we have access to? Star them
5. Look over list – whom do we know that has access to and can influence those identified or the decision-maker directly?