

Guide to Power Mapping

Informing Your Targeting and Planning Decisions

1. Determine Strategic Assumptions

- a. What is the policy goal and what is a “win”?
 - i. Short-term v. long-term
 - ii. What does success look like?
- b. What is your message?

2. Determine Your Target

- a. Decision Makers: Who are they people who actually make the decision to move your policy goal?
- b. Do you need to move a person, multiple people, an institution, etc.?

3. Map the Influence of Your Targets

- a. Think about what people and institutions your targets are connected to
- b. Community groups (consumer, residents, environment), local government (which officers?), state government (which department or elected officials?), churches, media, property/real-estate developers, local businesses, experts, professionals (teachers or police), youth, unemployed, men/women, senior citizens, family, donors, other elected officials, key staff, business colleagues

4. Determine Relational Power Lines

- a. From the network you created in Step #3, how do the people/institutions connect to your target? Do you have connections to any of those people/institutions?
- b. Does your organization or allied organization have any influence over decision makers?
- c. Does your organized opposition (groups that will silently or actively oppose your position) have influence over decision makers?

5. Target Priority Relationships

- a. Analyze the connections that have been made and determine where the power/influence is located.

6. Make a Plan of Action