

# PHASE ONE OF POWER MAPPING: IDENTIFYING KEY STAKEHOLDERS

Power mapping is an important part of building a winning strategy and winning campaigns. Power maps help you to get a clear picture of where you have the most leverage, what threats exist to your success, and what you need to do to optimize success.

The first phase of power mapping is to identify stakeholders. There are four sets of stakeholders to prioritize in this process. Use the chart below to identify stakeholders connected to the campaign you are trying to launch. Place the names and org affiliation of stakeholders on individual post-it notes (one name per post-it).

## IDENTIFY THE KEY STAKEHOLDERS

*Be specific by listing names and gov't or organizational affiliation.*

### **Core Constituents**

People most effected by the issue  
(*Potential base*)

### **Organized Stakeholders**

Organizations connected to the issue  
(*Potential coalition partners*)

### **Influencers**

Can persuade and engage large groups of people  
(*Potential brokers*)

### **Decision-makers**

Possess power to pass the legislation needed  
(*Potential political allies*)

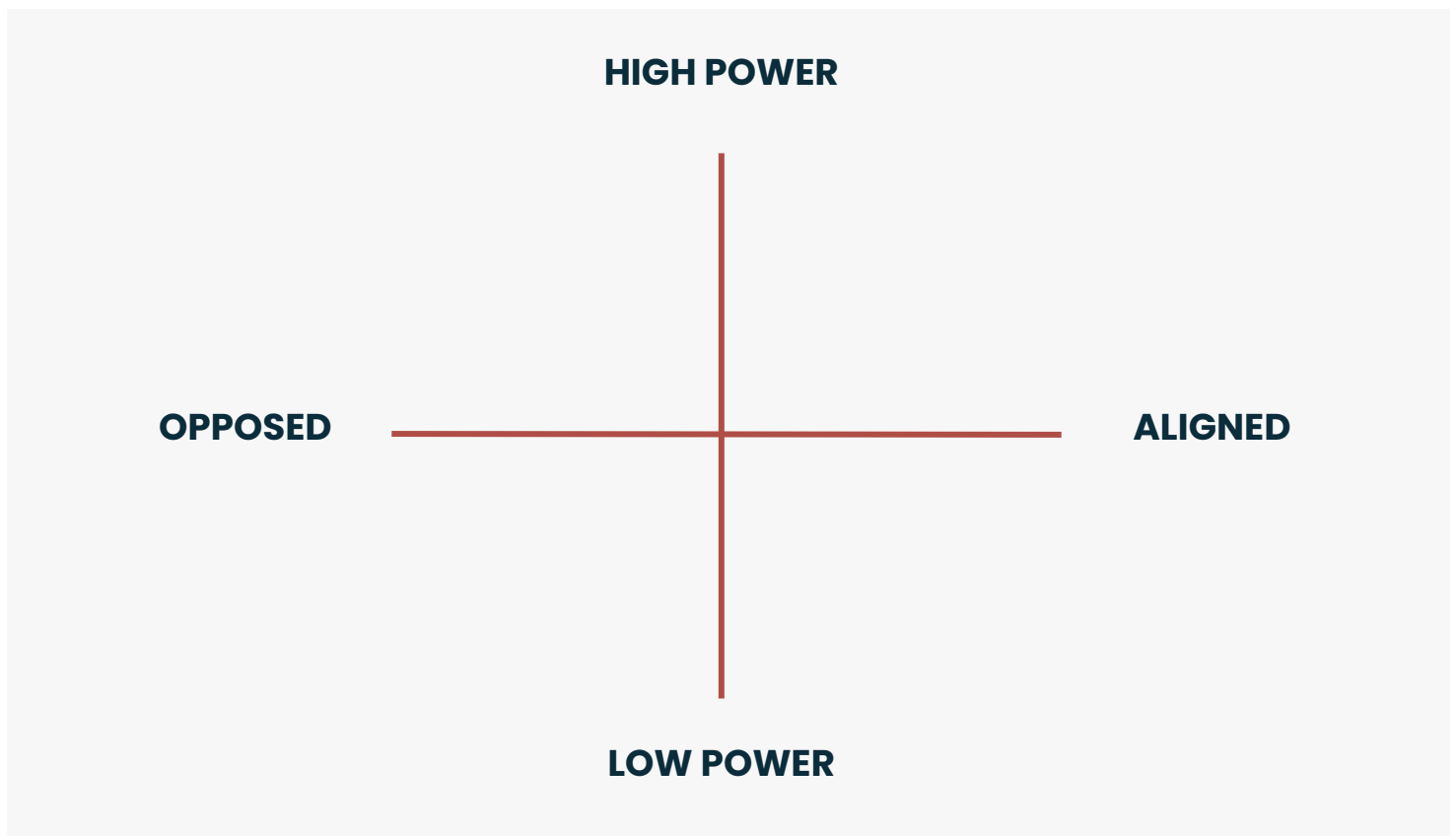
# PHASE TWO OF POWER MAPPING: MAPPING THE POLITICAL LANDSCAPE

Map key stakeholders on a grid, similar to the one below. Place their names in quadrants based on how they align with your campaign goals and how much power/influence they have to advance or inhibit your goals.

## WHAT IS POWER?

**Power is leverage.** It is about the extent to which one is able to elevate and integrate their priorities, policies, and vision of the world they want into the broader society.

Power is about the extent to which you are positioned to enhance or inhibit the goals of those pulling the institutional and systemic levers. It is about the extent to which you are able to become the ones pulling the institutional and systemic levers of our society.



# PHASE THREE OF POWER MAPPING: MAKING SENSE OF THE MAP



## POST-MAPPING REFLECTIONS QUESTIONS

- What high power stakeholder should we talk to first? Whose alignment is unclear?
- What known connections exist between stakeholders?
- Where do we have the greatest leverage?
- Who do we know that influences the decision maker, and how can we involve them in our strategy?
- How can we organize the people directly affected?
- How can we neutralize the impact of those with high power and opposing views? What do they care most about?