



Power Mapping 101

1. What is the decision we are trying to influence?
2. Conduct power analysis
 - a. Decision Maker - Ability to determine outcome
 - b. Key Influencer - Large impact on outcome
 - c. Endorser - Validators and stakeholders
 - d. Chatter Class - Small impact on outcome
 - e. No Influence - Not part of decision making process
3. Evaluate support
 - a. Champions - Committed advocates
 - b. Allies – Supporters
 - c. Fence Sitters - Undecided/uncommitted
 - d. Mellow Opposition - Clear no, but not active
 - e. Hard Core Opposition - Leading opposition
4. Evaluate Relationships
 - a. Positive – Builds leverage
 - b. Negative – Destroys leverage
5. Target priority relationships
 - a. Identify nodes of power
6. Build plan
 - a. Activate resources, supporters, & opportunities
 - b. Minimize vulnerabilities

Pro Tips:

- Know your nonnegotiable priorities & values
- Power dynamics change
- Have clear definitions of support spectrum
- Hunt for relationship threads
- Examine each phase of decision making process
- Get outside and inside validation of theories
- Keep your ego in check