



POWER MAPPING



A visual tool used in social advocacy to identify the best individuals to target to promote social change.

OBJECTIVES

- consider all people and who to target to support.
- visual representation of power (influence) and where to intervene.
- identify relationships between people.
- develop a clear and collaborative engagement plan.
- identify further questions to resolve.

ACTIONS

Idea Storm

- target groups and communities
- identify name and role of stakeholders
- write on separate post its.

Map

- add people to the map
- prioritise who to target
- organise who will target whom (based on relationships)
- consider how to target

Do we need to neutralise opinion?

If no relationship...who do we know that has one?

Strongly resist

Strongly support

what are the barriers?

Most Influential

Least Influential