A Guide to Power Mapping

No matter what campaign you're running or effort you're leading, the first thing you should do is power map the political and social context of your electorate.

Power mapping is a tool to help you consider your allies, opponents, and targets. It's great a way to work out who you need to influence, how to influence them, and who can do the influencing in order to reach a specific goal.

> **For example:** Often a target (like the local MP) may not be very open to shifting their stance on an issue without significant pressure. That makes it very hard for you to get your message across alone.
>
> Instead of focusing on your MP, you could look at the people around them who influence them most (eg. local church group, business owners, fellow community groups)
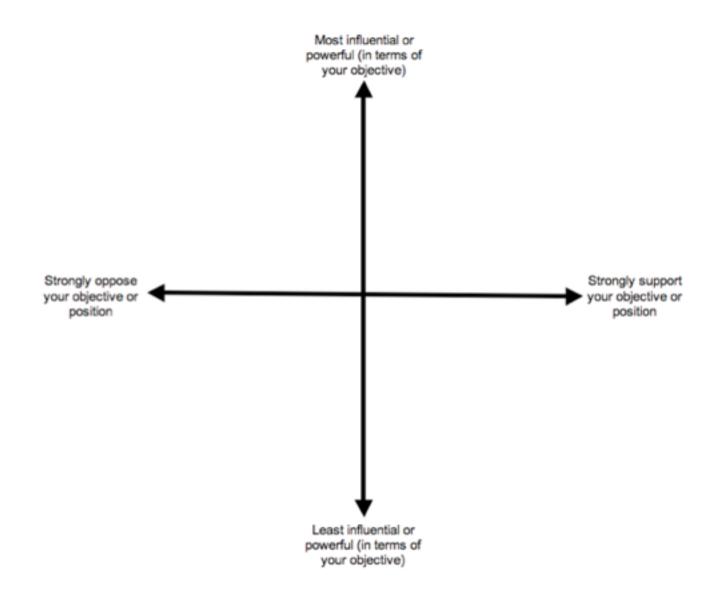
How to power map your electorate

1. **Determine your target:** Which MP, politician or CEO are you going to focus on? Who is the key decision-maker?

2. **Who has influence on your target?** Find out everything you can about your target. If they sit on any boards, their individual ideologies, political connections, campaign contributors, which staff they rely on most, and their hobbies. Then it's time to write down the people, constituents, institutions or groups you think might be able to influence them in their professional or private lives.

3. **Draw a grid to plot influence and helpfulness:** To figure out which of your target's influencers can be the most helpful, plot them on a grid like the one below. It's an easy way to work out who will be most supportive and influential.

4. **Recognise lines of power:** Many of the groups you map out will have connections to each other, not just to your target. Draw lines between them. You may notice that one group or actor connects to many others. This may be useful to know later on.

5. **Target priority relationships:** Analyse your power map. You want to focus on the actors with the most connections or that are the most significant to your target. Think about a strategy to approach them.

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Most influential or
powerful (in terms of
your objective)

Strongly oppose
your objective or
position

Strongly support
your objective or
position

Least influential or
powerful (in terms of
your objective)

Adapted from 'A guide to power mapping' by Move to Amend.
Available at: https://movetoamend.org/sites/default/files/mta-powermapping.pdf.

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