

Powermapping Primer

Step One: Determine the Target

What issue are you working on?

Who is the key decisionmaker, or if there are multiple, which are you going to work on?

Map around a person or institution who can solve a problem.

Step Two: Map the Target's Influences

Who or what influences the decisionmaker? Think of people, groups, constituencies, organizations, businesses, etc.

Step Three: Map Your Allies

Who will be the most affected by this issue, or a change to it? Are they organized? If not, what are the barriers?

Who may not be directly affected, but is likely also in support of the issue?

Step Four: Make a Plan

The final step is figuring out how this translates into action! How will you connect with

