

POWER ANALYSIS AND POWER MAPPING

POWER ANALYSIS

Professional systematic gathering of political and economic intelligence.... which is evaluated, interpreted and utilized by an organization to develop a plan for direct action. *Saul Alinsky*

POWER ANALYSIS

The essential first step in a successful organizing campaign.

POWER ANALYSIS

“power analysis” of a community means the organizer gathers intelligence that can be used to the tactical advantage of his/her organization

POWER ANALYSIS

All organizers should always look for ways that the organization can use the intelligence gathered to further its organizing objectives

GATHERING DATA

- ⦿ One on Ones
- ⦿ Connecting with the Community
- ⦿ Power Mapping -3 Tools

POWER MAPPING

Is a valuable tool for individuals actively working with communities, providing a simple framework and a set of tools to better understand and leverage relationships and networks

POWER MAPPING

This framework is based on the assumption that networks of relationships (between individuals, organizations, institutions, etc.) are critical resources, and that stronger networks yield stronger solutions

STEPS TO POWER MAPPING

STEP 1: PROBLEM LOCATION

- ⦿ You can map around a problem or a person or institution to solve a problem
- ⦿ Identify a particular problem or issue

STEP 2: MAP MAJOR INSTITUTIONS

- Identify key decision-making institutions or associations that are related to that problem
- Write these names on the newsprint in a ring around the problem

STEP 3: MAP INDIVIDUALS ASSOCIATED WITH THE INSTITUTIONS

List the names of 2-3 individuals who are associated with each of those institutions in the second concentric ring

STEP 4: MAP ALL OTHER ASSOCIATIONS WITH THESE INDIVIDUALS

- ⦿ Think about people they know connected to these key individuals. The purpose of this is to help identify easier ways to access the individuals or institutions that could help solve the problem, by tapping into existing relationships between people.
- ⦿ At this step, you can note any relationships that members in the group have with the people listed and any information you have about them.

STEP 5: DETERMINE RELATIONAL POWER LINES

- The next step is to step back and conceptually review the networks that the group has mapped out.
- You can do this by drawing lines connecting people and institutions that have relations to each other. Some people will have many connections while others may not have any.

STEP 6: TARGET PRIORITY RELATIONSHIPS

- ⦿ Analyze some of the relationships and connections elaborated and make some decisions
- ⦿ One way to do this is to circle the few people that have the most relational power lines drawn to them

STEP 6: TARGET PRIORITY RELATIONSHIPS - CONT'D

Another thing to consider may be a person or institution in the map that doesn't necessarily have many different relational lines running to him/her/it but nonetheless has a few critical ones and seems to hold a lot of influence.

STEP 7: MAKE A PLAN

- The next step is to create some action steps for what to do. What will people do next?
- Create 3-5 steps

OTHER TOOLS

MAKING POWER OR POWER MAP

- Decisive Decision
-
- Influence
-
- . Participant
- In Decision-Making
-
-
- Power to have
- Major Influence on
- Decision-Making
-
- Taken into Account
-
- Can Get Attention
-
- Not on Radar
-
-
- Die Hard Support Active Support Inclined Towards Inclined Against Active Against Die Hard Against

POWER MAP

POWER: The ability to act

The ability to influence others

- ◉ Who are the people who make decisions (in your site, school district, elected leaders) that directly impact what you care about (working conditions, student success, bargaining, etc)?

- ◉ What is your Association's ability to influence this group?

- ◉ Who else in the district has an ability to influence this group of decision makers?

- ◉ How could you help increase your Association's ability to influence district decisions?

- ◉ How is our membership growth connected to your Association's power?

QUESTIONS