POWER ANALYSIS
AND POWER MAPPING
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" of a community means the organizer gathers intelligence that can be used to the tactical advantage of his/her organization
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
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.
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
List the names of 2-3 individuals who are associated with each of those institutions in the second concentric ring
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.
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
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
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