

Power Mapping

Why map: Mapping is a tool that helps to identify and to strengthen awareness of the political and cultural resources that affect and are affected by a problem, issue, or project. Mapping can narrow and clarify a complex and broad problem into something more concrete and workable. Mapping can expand understanding of a community issue by helping your group to consider others who might have an interest or investment in your topic. Mapping gives your team a deeper understanding of the problem when they have analyzed all potential stakeholders. It also provides a visual representation of the people you may have to work with to make an action strategy and accomplish your goal. Your map will evolve and change as you talk to new people, get new information, and implement your plan.

How to map: As you map, keep these in mind:

- **Interests**
 - What are some of the resources your team can tap into?
 - What are the interests of the potential stakeholders or allies?
 - What strategies may be useful to enlist support of stakeholders?
- **Power**
 - Who is impacted by your problem?
 - What kinds of power do the stakeholders have?
 - What kinds of power does the team need to accomplish your goals?
- **Rules**
 - What is the protocol and institutional culture for engaging with various stakeholders?

Pre-mapping: Put your problem, issue or project goal in the middle of the paper and begin to brainstorm all of the people and organizations that may have a stake or power in relation to your topic. Write the names of people and organizations in spokes stemming from the issue.

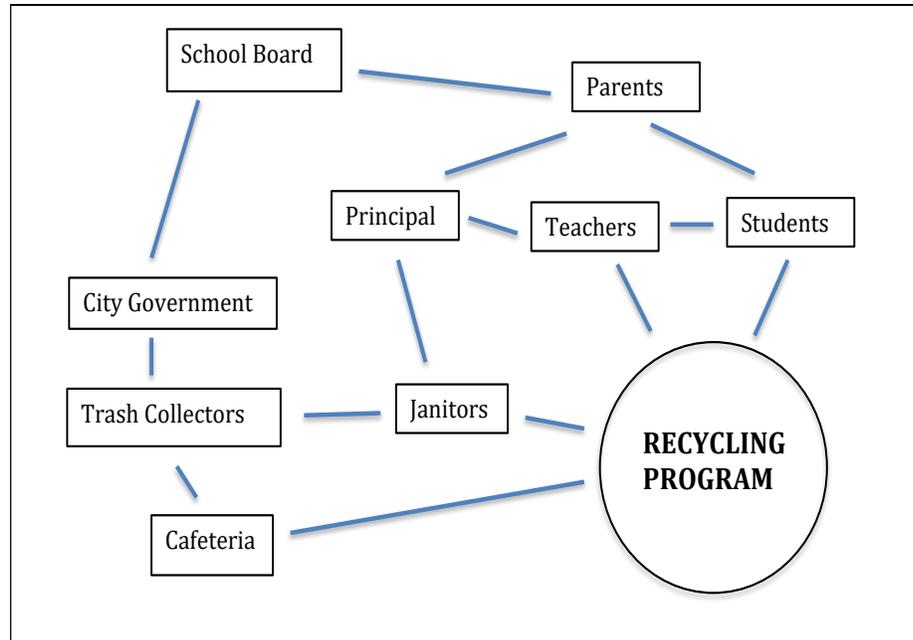
Research: Create assignments for team members from the spokes to research the interests and power of stakeholders identified in your pre-map. Role-play by yourselves first to prepare them to go into public. What questions do they need answered? With whom do they need to speak or be in relationship?

Re-mapping: After reporting back to the large group the information gathered during the research phase, revise your map accordingly. Add to and detract from your map as your group learns and works towards its goal.

Action Plan: Work with your group to determine next steps that will evolve into an action plan. Put names and dates down on the map to hold the group accountable to accomplishing its goals. Celebrate when tasks are achieved in order to keep the momentum strong.

Continue mapping: Research, re-mapping and revising the action plan are all part of a complete power mapping process.

Elementary School Recycling



Re-Mapped Recycling

