

POWER MAPPING INSTRUCTIONS

Overview

Power mapping is a process to analyze partnerships and helps to identify opportunities to further build collaborative relationships. The process demonstrates the value of relational power and connections you can access to influence improvements like enhancing programs, developing resources, or otherwise engaging to improve outcomes.

Briefly, the steps are:

1. Choose one area of improvement.
2. Assess your current partnerships.
3. Plot identified names along a simple matrix according to influence and level of support.
4. Brainstorm additional partners and add to the map.
5. Make a plan.

Power Mapping Resources

- The Change Agency <https://thechangeagency.org/power-mapping/>
- The Commons: Social Change Library <https://commonslibrary.org/guide-power-mapping-and-analysis/>
- National Education Association <https://neaedjustice.org/power-mapping-101/>

Step 3: Begin placing identified people and institutions on the map. There are two axes on the map – one indicates how influential that person is to your improvement, and the other shows whether that person is for or against your position (or neutral).

Step 4: Brainstorm additional stakeholders you need to engage for your desired outcome and add them to your power map. Think broadly about who is connected. As often as possible, identify individuals instead of institutions to more easily focus on what specifically might influence them. *Consider: State Tobacco Control Manager, State Epidemiologist, Quitline, Local Mental Health/ Substance Use Treatment Organization – Leadership, Other Local Community Organizations, State Behavioral Health, Local Mental Health/ Substance Use Treatment Organization – Champion Provider, Local Tobacco Treatment Specialist, Peer Recovery Specialist, Others with Lived/Living Experience*

Step 5: Make a plan to leverage current influences and determine new collaborative relationships. Identify what action would be needed for each person considering their placement on the map. *Consider: What level of involvement is needed? (Do we need to include them in decision-making? Do we need to keep them in the communication loop? Do we only need to inform them of our efforts? Do we “do nothing?”); Do we have a specific “ask” of them? From their perspective, why should they get involved?*

