

MAP YOUR POLITICAL POWER

NEGOTIATING & INFLUENCING

THIS TOOL WILL HELP YOU TO:

- ★ consider the social and political context within which you are developing a strategy for your project
- ★ creatively identify allies, opponents, targets and constituents
- ★ serve as a framework for revising your strategy.

HOW TO:

- 1 Define your projects vision and objectives.
 - 2 Write the names of organisations and people you need to engage in order to achieve this outcome on separate post-it notes. Start with yourself and the main decision-maker/s. These may be community groups, government representatives, media, experts, professionals, local indigenous people, industry and business, voters and consumers. Be as specific as possible
- Draw a map with a horizontal and vertical axis. The vertical axis indicates the level of influence or power each person or organisation has to give your group what you are asking for. The people or organisations with the most power or influence at the top.
- 3 The horizontal axis indicates whether people support your group's specific objectives or if they are opposed to these objectives. The people who are most opposed to your objectives are to the far left and the people who support your objectives most strongly are to the far right.
 - 4 Place each post-it note on the map, starting with your own organisation and the individual with the most influence on your desired outcome. As you place them down, say something about how they are related to your organisation and other stakeholders. How much influence do they hold? Do they cooperate with each other or are they in conflict? Do you have a relationship with these people? Are they likely to agree with your position?
 - 5 Position the notes according to the relationships that exist between them, considering the relative power of the stakeholders in your project. Move them around until it feels right.
 - 6 When your map is complete, identify the two or three locations within the map where you feel your project might have the greatest influence. Are there people or organisations who hold power and who you might successfully influence or build strategic relationships with?

Remember you don't always need everyone's support. Perhaps you can achieve a 'majority' by swaying a few key groups or people your way.



BRING IT TO A MAKE CHANGE HAPPEN MEETING

Report back

Have you mapped the political power for your project? You might like to receive feedback and share your learnings with your Make Change Happen group. What is the primary outcome of your project you want to achieve? What groups and individuals featured on your map? How do they relate? How did you find the tool? What worked? What could you do differently? Are there any specific things you would like support or feedback on from your Make Change Happen group?

Practice run

Choose a project or issue to Map Your Political Power for. It's best to use your project. Another topic could be something like 100% Renewable Energy or Kids out of Detention Centres. You'll need a whiteboard or large piece of butchers paper. Follow the steps and capture any insights generated.

MAP YOUR POLITICAL POWER

IDENTIFY ALLIES, OPPONENTS, TARGETS AND CONSTITUENTS.

COMBINE THIS TOOL WITH:

Hone Your Key Messages
Elevator Pitch Your Project
Plan an Advocacy Campaign
Create Your Braintrust
Be Strategic
Cut Your Issue
Set Forces for Success

NOTES

Adapted from: The Change Agency (www.thechangeagency.org).