

## **Mapping Our Assets**

- Who do we know/What do we bring that has influence inside and from outside of the field?
- What will it take to mobilize these assets?

## **Power Analysis Exercise**

**Create a power analysis chart and place the "players" (including us) on a grid based on our responses to the following:**

- Opening Game: What will it take to get on the radar screen?
- Middle Game: What will it take to be a major influence?
- End Game: What will it take to declare victory?

**Develop a profile of the Target(s)/Decision-maker(s)**

- 1. What power does the decision-maker have to meet your goal/demands? By what authority?**
- 2. What is the decision-maker's background and history?**
- 3. What is the decision-maker's position on your issue/goal? Why?**
- 4. What is the decision-maker's self-interest?**
- 5. What is the decision-maker's history on the issue?**
- 6. Who is the decision-maker's boss?**
- 7. What/Who is the decision-maker's base and support?**
- 8. Who are the decision-maker's allies?**
- 9. Who are the decision-maker's opponents/enemies?**
- 10. What other social forces influence the decision-maker?**

### Sample Power Analysis Grid

Decision Maker													Decision Maker
Active Role													Active Role
Significant													Significant
Important													Important
Not On Radar													Not On Radar
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	
	Die Hard		Active Support			Inclined Towards	Inclined Towards		Active Support			Die Hard	

*Exercise by Sylvia Castillo/adapted Courtesy of SCOPE*