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?

Courtesy of SCOPE
Sample Power Analysis Grid

Decision Maker

Active Role

Significant

Important

Not On Radar

A B C D E F G H I J K L

Die Hard Active Support Inclined Towards Inclined Towards Active Support Die Hard

Exercise by Sylvia Castillo/adapted Courtesy of SCOPE