

Power map analysis – TUC Organising Academy

The power map exercise helps identify campaign actors (allies and opponents) and the power/influence they have on your campaign issue.

Mark all the actors on the map, and then highlight these particular groups to help identify how the campaign should approach them.

RED – The primary target. These are the people/orgs with the most say on the issue. The 'reds' should be the people that most of the campaign actions are directed towards. The actions should put pressure on them. If they don't we should ask why we are doing them.

GREEN – Influential supporters. They are soft supporters or neutrals who have the potential to be significantly influential and increase the campaign's leverage against the target. The campaign should prioritise making the neutrals into supporters and the supporters into active supporters and think of actions that they can support to publicise the campaign and put pressure on the target.

ORANGE – Useful allies. Organisations that may not have great influence over the target but whose support could be important in publicising the campaign or adding to the resources that are available.

BLUE – These are our people. The core constituency that we will need to mobilise through effective campaign actions targeted at the primary target.

This is only an initial analysis and the campaign should be aware that the positions of the campaign actors will not necessarily remain fixed once the campaign goes public and develops. In the same way that we want to turn neutrals and supporters into active supporters of the campaign (move along the horizontal), the opposition of opponents could harden and into more active opposition. In the same way, the influence of actors can also move and groups that we initially considered as having little influence can during the campaign assume greater importance.

Power Map

