

**Stakeholder power mapping**

This exercise will help you determine who your primary targets and key allies are in your campaign. Use the power mapping template on the next page as a guide in the exercise.

1. **Locate your target**: begin by listing the person who has the power to make the change you seek. Place them in the innermost circle.
2. **Map key players:** identify key **decision-making** institutions, associations, or people that are related to this primary target. It may help to consult your initial stakeholder map for your list of key players. Try to list specific people within the organizations. Write these names on the page in the ring around the target.
3. **Map other relevant stakeholders**: list other relevant stakeholders who are connected to the actors in the inner and second circle - this helps you identify the easiest ways to reach your primary target — by tapping into existing relationships between people. As often as possible, list specific names of contact people.
4. **Explore relational power lines**: draw lines showing how these actors/stakeholders are connected to each other. What relationships do they have to each other? Some will have many connections and some few. This helps identify “nodes of power” within a given network.
5. **Circle actors with key relational power lines**: these are most likely the “nodes of power.”

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Adapted from the *Alliance for Biking & Walking Campaign Planning Workbook*

Decision-making stakeholders /key players

Relevant stakeholders

Primary target