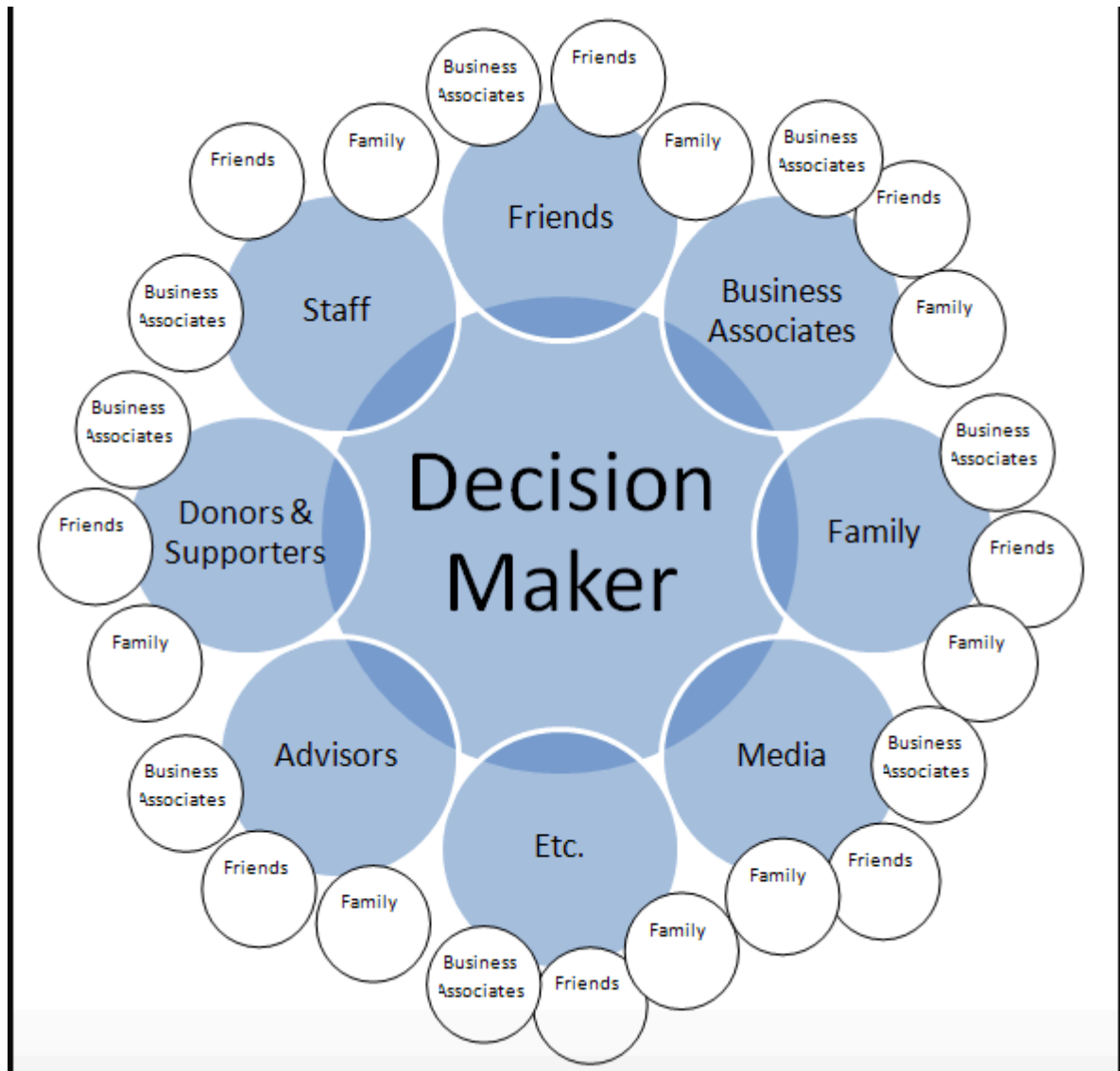


HEI Politics

Power Mapping Guide

Who do we talk to? An exercise on power mapping.

Power mapping is a tool that helps us understand (a) who makes decisions, (b) who influences the people/bodies that make decisions, and (c) how we might start influencing those decisions.



Either print out the above graphic ([linked here](#)) or draw a big circle in the middle of a blank sheet of paper. First, decide which issue from Part 1 you are working on. Do you want to work on strategy and guidance? Or teaching and research?

Now research at your school to find out who is in charge of that particular program or department. Then, ask these questions:

1. Who is this person's boss?
2. Where does this person get their information from?
3. Where does the money for this person's work come from?
4. Do I think this person cares about how they are perceived by students? Or the media? Or another group of people? Who are those students, media, people?
5. Who are the donors that might fund this person's work?
6. Does this person have a counterpart at another similar institution?
7. Where did this person work previously? Go to school?
8. What other factors might influence this person's choices and decisions?

These questions will help you begin to fill in the bubble around the center circle.

What do you do with the map?

This map will help you do two things. First, it will help you figure out which parties you may want to talk to and get on your "side" before you try and talk to the decision maker. Perhaps you try and talk to the media and help them understand the issue. Or maybe you start collecting signatures from students in the program to demonstrate that they care about this problem.

Second, it can help you formulate your arguments for a meeting with the decision maker (or their staff). If you have done your research and know that they are very influenced by a particular donor, you can mention that in the meeting and describe how, for example, that donor is engaged in sustainability.

Some notes:

- You may have to make a few different power maps, depending on who you are thinking about trying to influence
- When thinking about "friends" and "family," this does not mean that you are trying to get in touch with this person's friends or family. Don't do this. Instead, it can help you think of creative arguments. Maybe this person's daughter works for the WWF. Maybe their long-time friend is an environmental author.

Free advice and coaching is available by request to annika@sustainabilityweek.ch.