

Power Mapping Overview

THE CLEARING

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Power Mapping

PRODUCT

nce to the Change

Power Mapping's Purpose

Power Mapping is a tool for leaders to better understand the stakeholders and dynamics within their organization. It enables leaders to take targeted actions, engage meaningfully, and achieve desired outcomes.

Why Should I Use the Power Mapping Tool?

Power Mapping, also referred to as **Stakeholder Mapping**, is an exercise to identify an organization's stakeholder landscape. This process is a critical first step in developing an effective stakeholder engagement strategy for major transformational efforts. It also allows organizations to manage limited resources and time regarding outreach, decision-making, enlistment of champions, and identification of laggards/detractors.

How Do I Deploy Power Mapping?

Together, a small group of leaders and colleagues who understand the organization can build a power map by assessing individuals based on their **INFLUENCE to impact** (high or low) and **COMMITMENT to the change** (high or low). The outcomes of this exercise shapes communication and how the organization approaches rolling out a new initiative.



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Commitment

Commitment refers to the degree of agreement or alliance with the goals of the transformation.

HIGH

Active, Visible Champions

Supports the agenda of the leader and thinks the leader may be right, but they do not want to take the risk of taking an active stance one way or the other. They do not simply agree with the leader, they openly hold the same viewpoint as the leader, but do so independently of the leader. If they were the leader they would be doing the same thing as the leader. They are champions of the idea and direction, not just supporters of the leader.

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Passively Supports

Passively Resists

Outwardly speaks against what the leader is trying to do or the direction they want to take the organization; attempts to bring others into alignment with their perspective.

LOW

Will not openly oppose, but their position is known; they resist by posing objections in the discussion, frequently presented as representing the views and concerns of others when it is actually their own; use delaying tactics and other passive-aggressive behaviors to undermine the leader.

Actively Resists



When a leader is preparing to roll out a new initiative, Power Mapping helps give context to a new situation through stakeholder landscape analysis. Participants in a Power Mapping exercise should have knowledge of the organization – not just the org chart, but the dynamics and informal networks that exist – to be successful.

