



# Power Mapping Overview

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## 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.

### Influence

Influence refers to both the formal and informal ability to sway others. It is not determined by title or position.



#### Low

Little to no ability to influence the agenda.



#### Medium

Ability to influence within a sphere of the organization, but limited ability outside of that sphere.



#### High

Significant ability to sway others throughout the organization.

## Commitment

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



## When to Leverage Power Mapping

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.

## Ready to Chat?

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