

POWER MAPPING – KEY TERMS

FOCUS



INFLUENCERS



CONNECTORS



**MEMBERS/
SUPPORTERS**

RECRUITS

FOCUS. Who or what you are trying to influence.

INFLUENCERS. Individuals who have direct influence over the focus.

CONNECTORS. Individuals who can educate or recruit the influencers on behalf of the coalition members.

RECRUITS. Individuals who are identified Influencers or Connectors that are not current coalition members.

MEMBERS/SUPPORTERS. Those completing the power map along with others who are already informed about the coalition's work and have been engaged at some level.

EXAMPLE



FOCUS

This is Louis, and Louis does NOT like his vegetables. Louis is the focus of the power map. His mom (the Member) tries to direct influence over the 5 year old and his veggie eating behaviors but with limited success.



INFLUENCER

One of the most influential people for Louis (the Focus) is his older friend, Owen (the Influencer). Since Louis's mom (the Member), doesn't know Owen very well. She needs to find someone (a Connector) who can convince Owen to help her.



CONNECTOR

Because Owen and Louis are friends, Louis's mom (the Member) asks Owen's mom, Jenny (the Connector) to help engage Owen in the effort.



MEMBER

Louis's mom is the Member who influences Louis to eat his vegetables through her community connections.

POWER MAPPING – KEY INFLUENCES

Public influences

Examples:

- Media
- General public
- Voters

VIP or grasstop influences

Examples:

- Elected officials
- Important businesses or organizations

Personal influences

Examples:

- Family
- Friends
- Neighbors

Financial influences

Examples:

- Employers
- Consumers
- Campaign contributors