
The Social
Change
Agency

Power Analysis Tool

27th November 2017

Beyond the Tick Box
Kingston, London

Welcome

Power analysis

We can map where power sits to identify potentially opposing agendas and see which approach (or combination of approaches) will be most effective in making change happen.

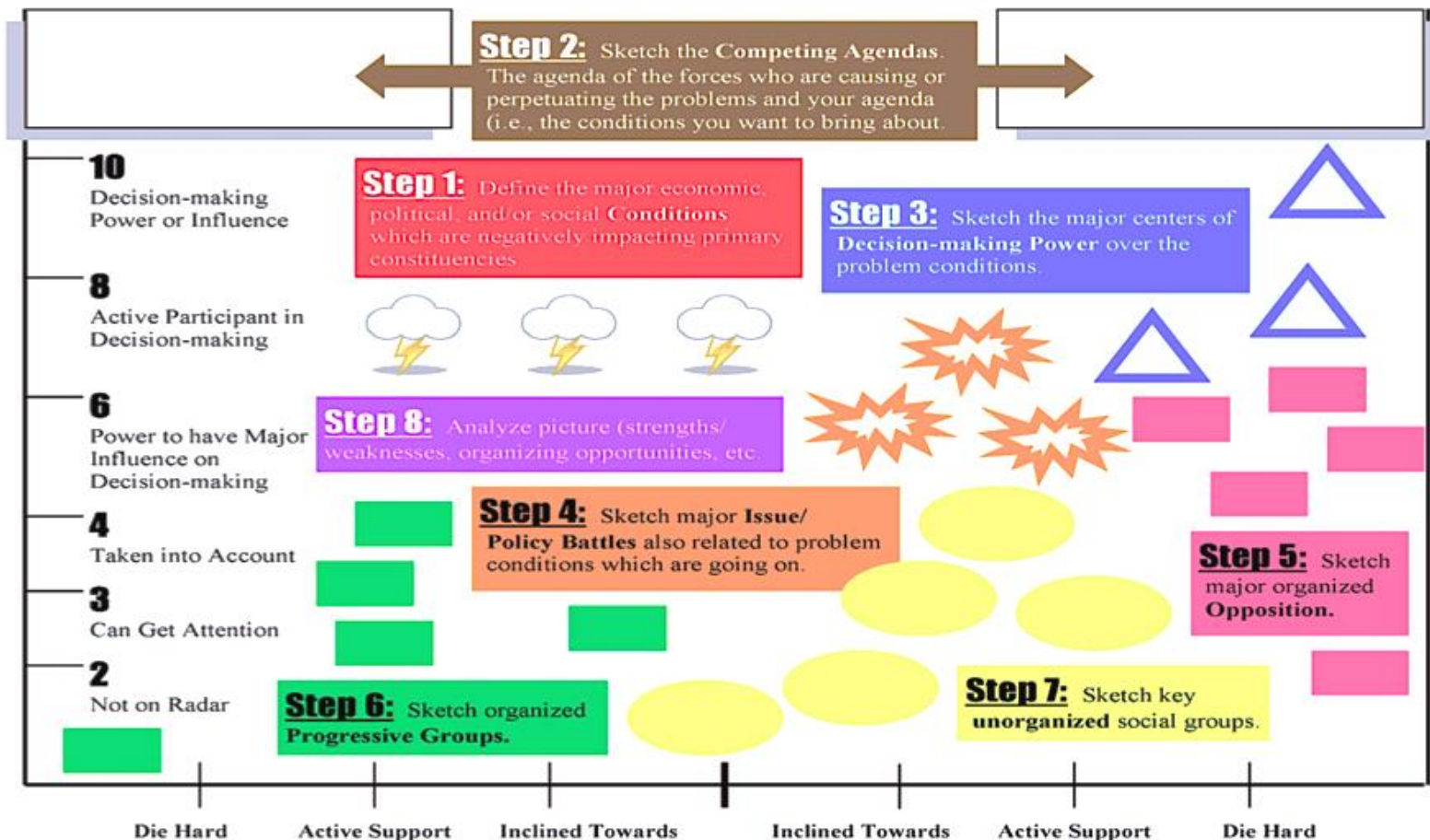
We use power analysis tool to map out current power relationships and to then think through:

- How to shift those relationships to increase our power
 - How to move groups with power to our agenda
-

Assumptions

- POWER relationships are unequal right now and this is key to why we have the problem / issue that we are working on.
 - POWER is being exercised and there is an agenda at work.
 - A more systematic way of understanding POWER and how it is exercised is necessary to making long term social impact
-

STEPS TO DEVELOP A STRATEGIC POLITICAL LANDSCAPE POWER ANALYSIS



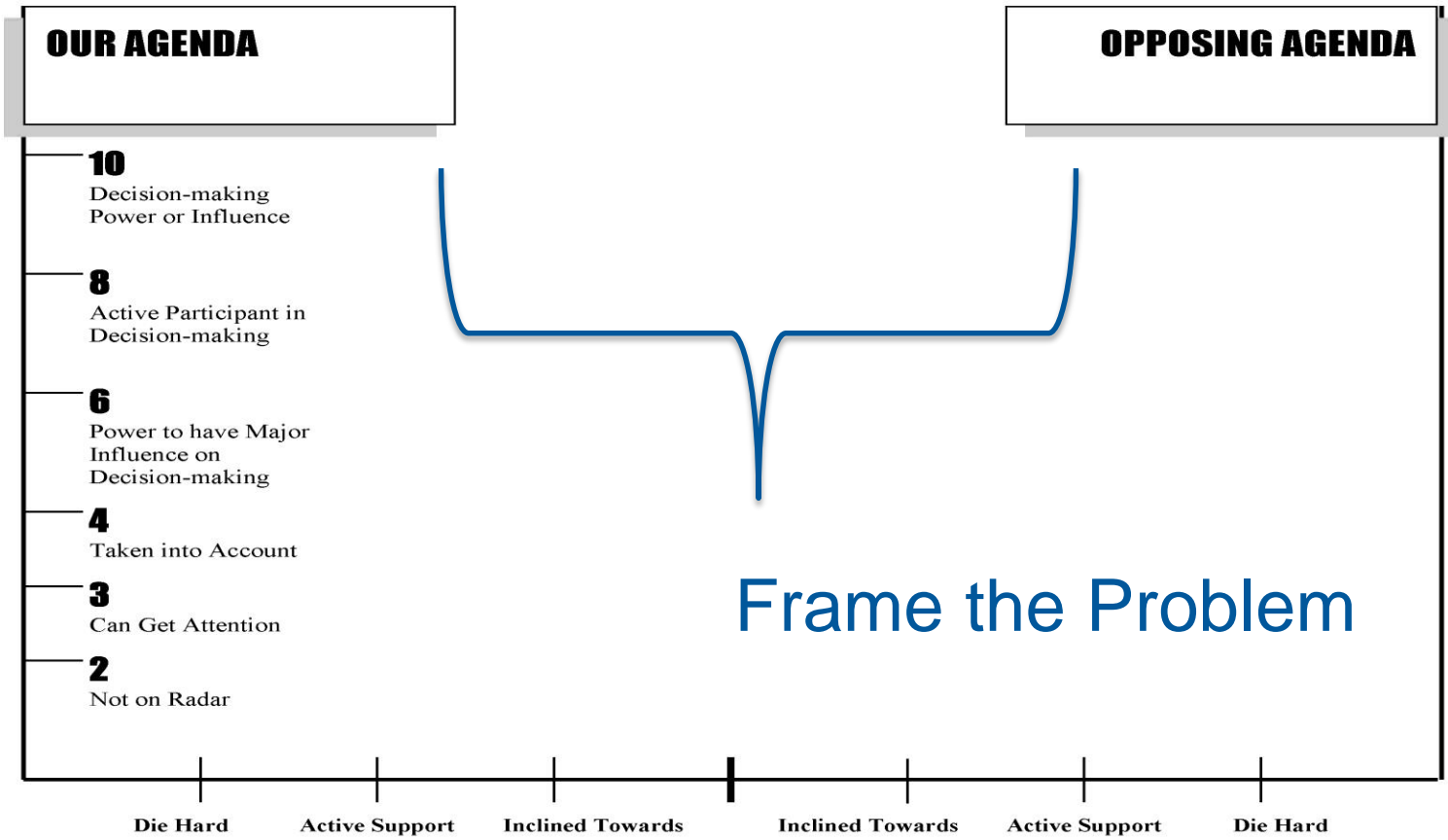
Context

Major economic, political, and/or social conditions which are impacting primary constituencies

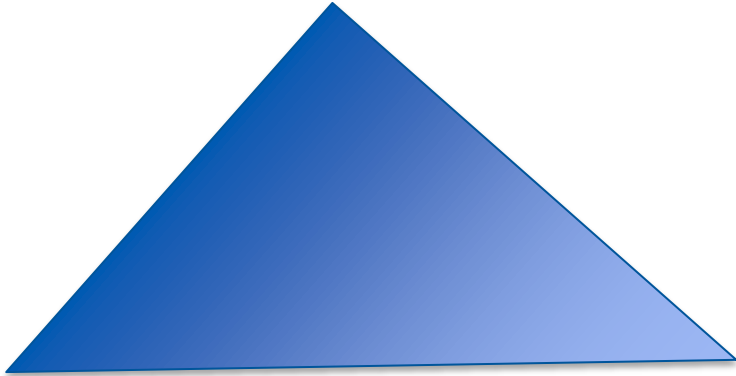
- Elections
- Emergencies
- Restructures
- Economic trends



POWER ANALYSIS MATRIX



Decision Makers



- What motivates them?
 - What pressures are they under?
 - Who do they listen to?
 - What connection do they have to your issues?
 - How do they take feedback?
-

Influencers



- Journalists
- Civil Servants
- Party Members
- Prominent Community Leaders

Opposition Groups

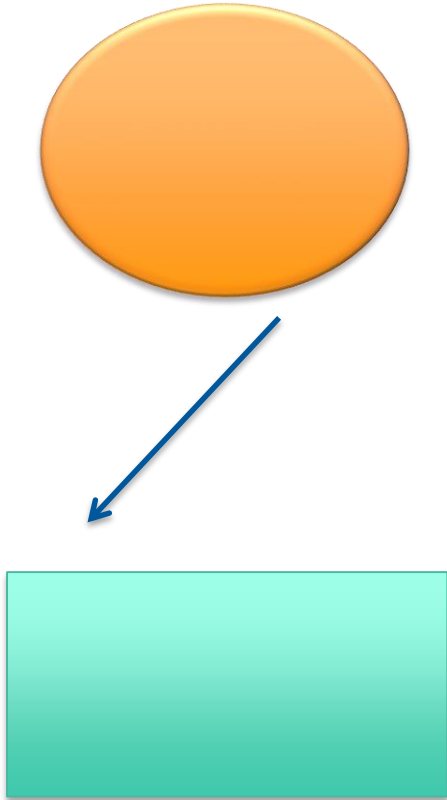
- Organised groups who are diametrically opposed to what you stand for or your values

Organised Groups

Organisation that have an interest in the issue you are working on

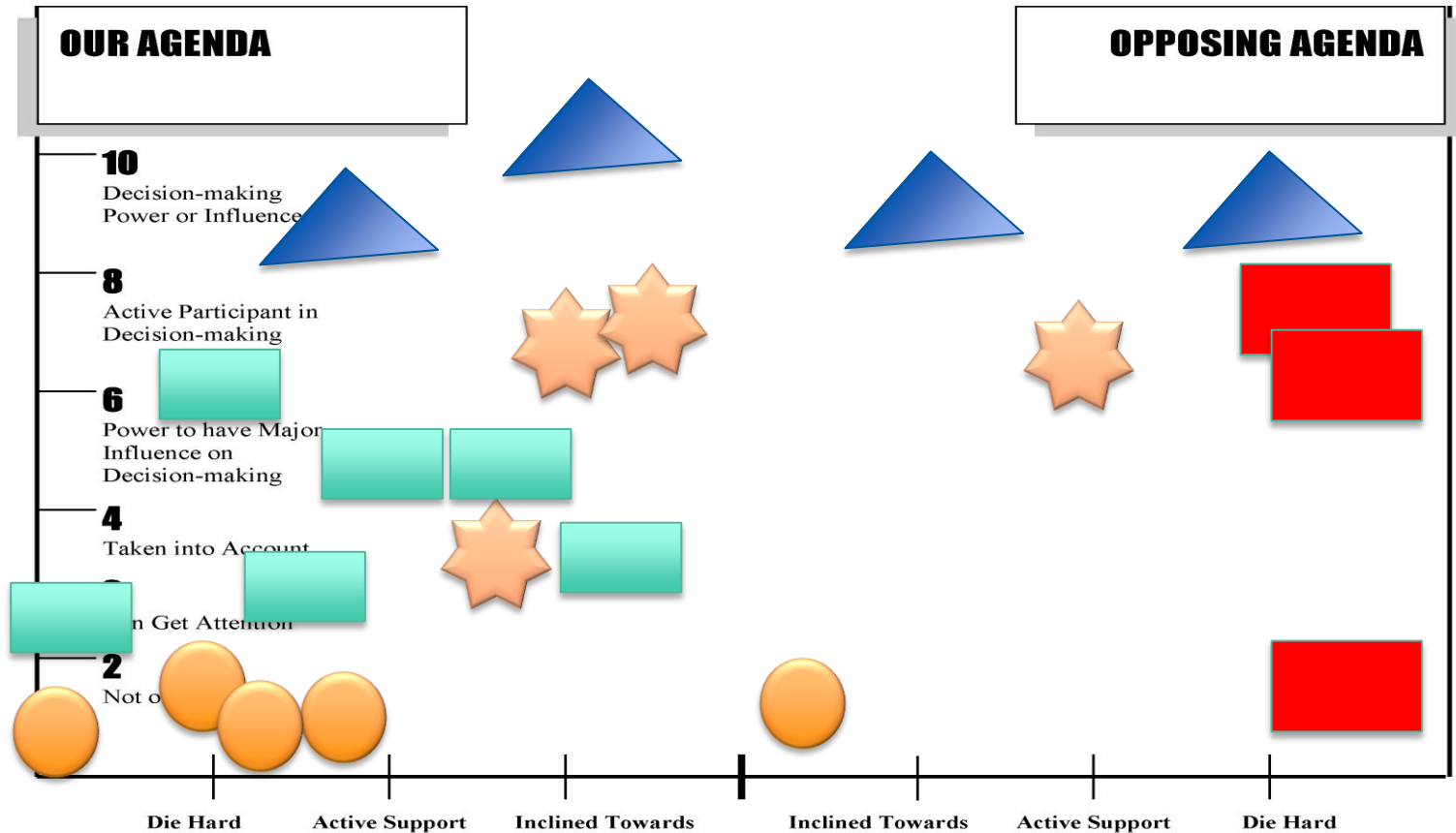
- Local Groups
- National Groups
- Service Organisations
- Research Organisations
- Campaign or Interest Groups

Unorganised Social Groups



- Constituencies that are not affected by the issue, but not yet organised
 - parents, students, local residents, patients
 - If you organise these you can increase the power and change the dynamics of the power map
-

POWER ANALYSIS MATRIX



Increasing the power of your campaign

Mobilising people is about getting as many people as possible to get involved in your campaign. It often involves an event people can get behind.

Organising involves mobilising people but it also includes developing the leadership ability of your campaign supporters so that your campaign can reach further with their activity.

This type of power building is a more long-term option and requires resources for training, coaching and reflection.

Evaluation Tool

At the end of a campaign you can run the exercise again and see how the relationships have changed

Thank you

the
social
change
agency
