Power Mapping Exercise: 2x2 Matrix

Who's in the room? Policy Team members and other partners familiar with the project/issue or the local affected communities.

Directions:
1. Use the 2x2 Matrix to identify key players and their relationship to the project or issue.
2. Who has the power to decide? Write down that person or group name in the center.
3. Who are the less powerful people or groups that influence the decision? Use sticky notes to position people and institutions in your community on the matrix.
   - Add elected officials, civic leaders, business owners, or influential community connectors.
   - Add people affiliated with the proposed project or issue, such as foundations, investors, and government regulators.
   - Allies, opponents, and other community members and public sector staff.
4. Draw arrows between actors to reflect their connections and relationships.
5. Who among the influencers has the most power? Circle their names.
6. Who among the influencers does someone in the group have a connection with? Place a star by their name for each connection. Add any notes to these arrows, dotted lines, etc., to describe those relationships. Feel free to add question marks if you're unsure of a connection.
7. Power Mapping is *iterative!* Repeating these exercises throughout the campaign phase can help you track the movement of allies and opponents, and test the effectiveness of the tactics and strategies you've employed.
8. See a basic example to understand the type of output you are working toward.

Very Influential

Strongly Oppose (your goals) — Strongly Support (your goals)

Not Very Influential