

The Power Map Worksheet

Power is a relationship, not a title. Map the relationships before you write a single email. Sit with three blank pages, then fill this one in.

Step 1 — Name the decision

One sentence, specific enough to win or lose. "More funding for schools" is not a decision. "Restore the 0.5 FTE reading specialist line item at Lincoln Elementary in the FY27 budget" is a decision.

Step 2 — The 2x2 grid

‘Decision-maker (high influence)

<p>CHAMPIONS <i>High influence, with us. Cultivate; ask them to use their influence.</i></p>	<p>HARDEST WORK <i>High influence, against us. Listen first; map who could move them.</i></p>
<p>RECRUITABLE <i>Low influence, with us. Don't yet know they care. Activate and organize.</i></p>	<p>IGNORE (UNLESS ORGANIZED) <i>Low influence, against us. Rarely matters unless they organize.</i></p>

•Against Us

With Us ’

Step 3 — Your targets

Primary decision-maker (the formal vote)

Who casts the deciding vote, signs the order, or writes the check?

Secondary influencer #1

Whose opinion does the primary trust? (A colleague, donor, staff, spouse, advisor.)

Secondary influencer #2

A second leverage point. Often easier to reach than the primary.

Organized ally

A group that can move bodies, votes, or coverage on your behalf.