

Power map

Tool outcomes

- Ability to identify key stakeholders in communities – power and decision making.

What to do?

Interact with 'the power flower' and explore who has power, who influences power and how we can advocate with and for our communities.

Draw the 'power flower' (see figure)

Flower has four parts
'grassroots' is a commonly used word by organisations to describe their target groups of people in communities, because they are at the root of everything they do.

'centre of power', the middle of the flower, this is where lie your ultimate decision maker. for example the municipality or dean of a university.

'the petals', represent influencers on the centre of power, those who can influence your decision maker or whisper in their ears, for example advisers, or the media.

'the stem', represents advocacy. Advocacy is the set of actions needed to influence particular public decisions, for example policies. In this case it is advocacy that aims to get the voice of the 'grassroots' heard by the influencers and the centre of power.

Figure : Power, influence, advocacy

