



INFLUENCE MAP

Instructions:

This exercise is intended to start us thinking about "avenues of influence" for getting our message heard by key decision-makers. We begin by assessing who are the most important decision-makers for us to focus on. In other words who has the power to give us what we want? We then map out their relationships with other political players that we may be able to influence. Their relationships are divided into three categories based on the degree of influence. 1) Constituency - people/institutions who have the power to make the decision-maker listen. 2) Influential Peers and Allies - people/institutions the decision-maker naturally listens to. And 3) Adversaries people/institutions the decision-maker already distrusts and has a history of ignoring. The more specific you can be in filling in these categories the more helpful the exercise will be. Likewise it can also identify areas of overlap between different avenues of influence and research gaps.

DECISION-MAKERS

Governor Legislature Agencies Other?

Constituency

Who is the decision maker's boss? Who are they accountable to?
Who can't they ignore?

Influential Peers/Allies

Who does the decision maker listen to and trust?
= effective messenger

Adversaries

Who can't the power holder hear?
= anti-messenger