

Stakeholder / Power Analysis

Step 1: Brainstorm list of groups, individuals and organizations who have a stake in the issue – think about decision makers, organized and not organized allies, organized and not organized opponents.

Step 2: Place each group, individual or organization in the matrix. Degree of influence on outcome includes everything from resources, contacts, formal authority, base to mobilize. Degree impacted by issue includes benefited from as well as harmed by.

