

## Power Mapping: 2x2 Matrix Exercise



↔ View Toolkit

[CBAToolkit.ClimateandCommunity.org](https://CBAToolkit.ClimateandCommunity.org)

### Format

This worksheet can be used in a variety of settings, including virtual, in-person, or as an “online homework” assignment.

### Who’s in the room?

Anyone involved in the campaign team, familiar with the project, or familiar with the local affected communities. Including people with different perspectives and networks can strengthen the analysis.

### What you’ll need

*If in-person:* Markers, poster papers to brainstorm the actors in different categories, different color post-it notes to put actors from each category on the matrix, and a large surface area for your map, like a whiteboard, poster paper, wall, or the floor.

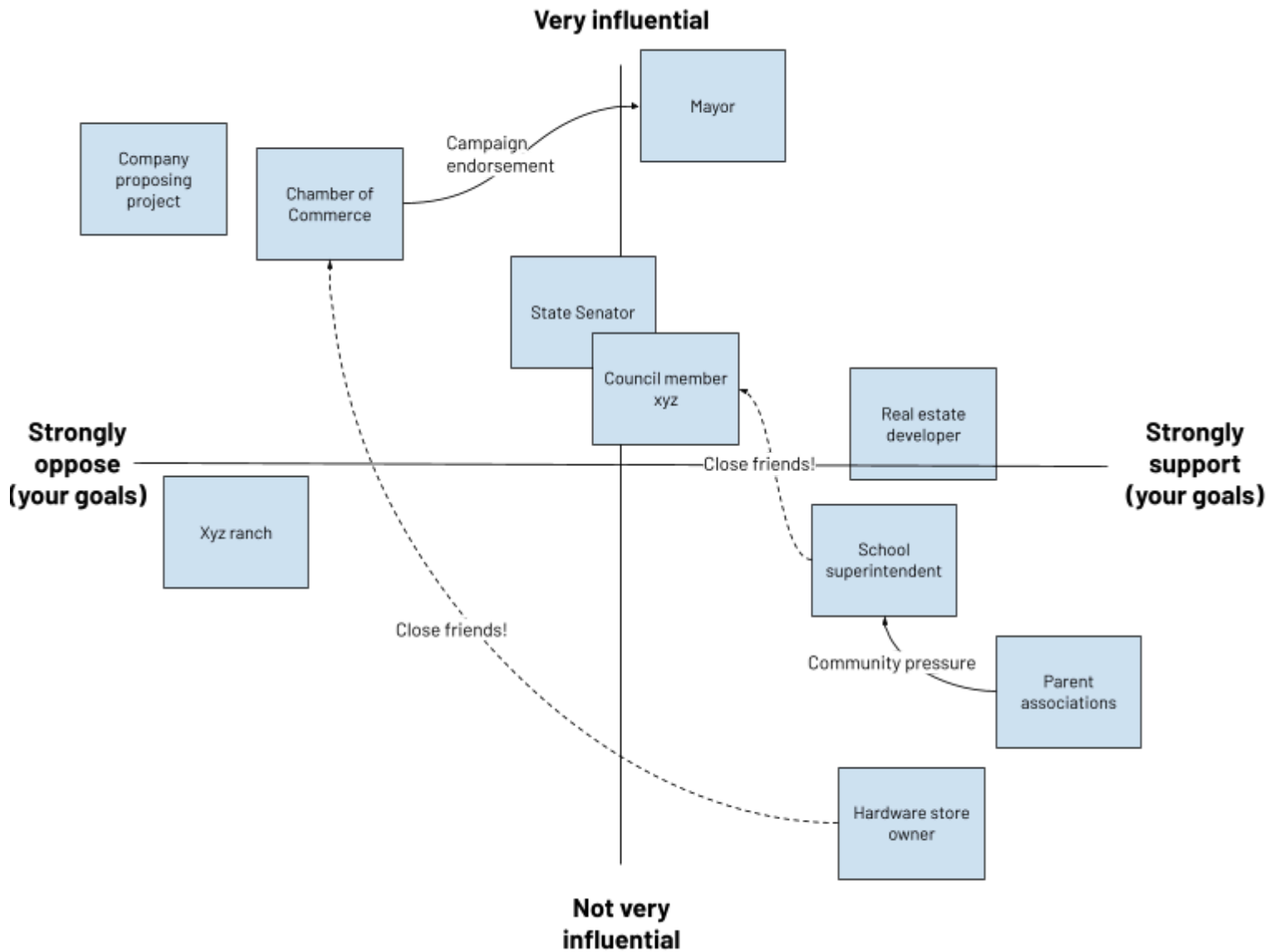
*If virtual:* You can use any software that lets multiple people add text boxes, shapes, “sticky notes,” and arrows – e.g., a Google slide, Zoom’s in-call Whiteboard feature, Microsoft Teams Whiteboard, or applications like Miro.

### Directions

1. Use sticky notes or text box shapes to position people and institutions on the matrix.
  - Add elected officials, civic leaders, business owners, or influential community connectors
  - Add people affiliated with the proposed project, such as company directors, investors, and government regulators
  - Include known allies, opponents, and other community members and public sector staff
2. Draw arrows between different actors that reflect connections and relationships between them.
3. 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. Below you will find a sample of a completed power mapping exercise.
4. Power Mapping is **iterative!** Redoing these exercises throughout the campaign phase can help you track the movement of allies and opponents and test the effectiveness of tactics and strategies you’ve taken.

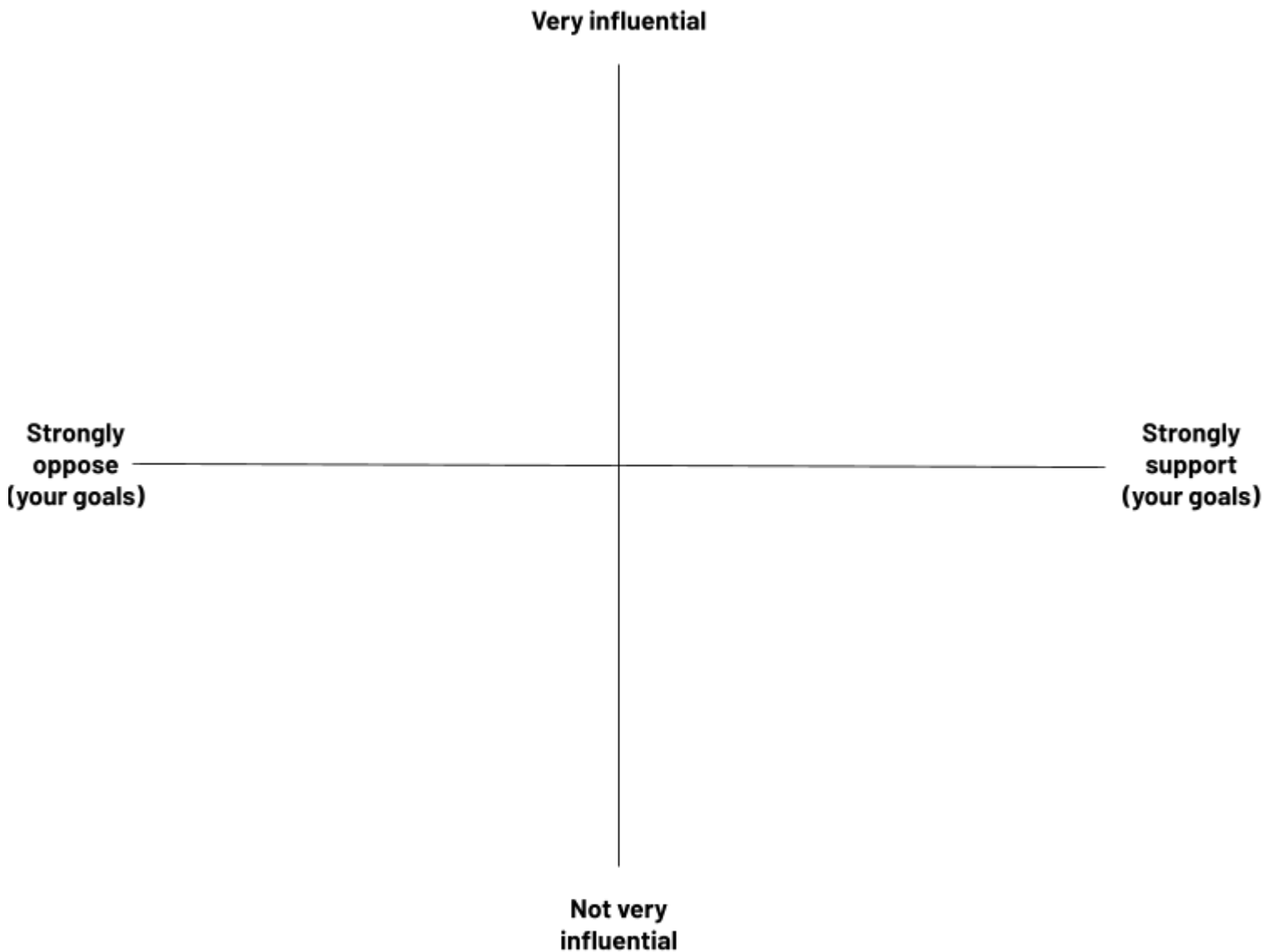
## Example

The example below illustrates how actors can be placed on the matrix and how connections between them may be represented using arrows and lines.



## Template

Recreate this template on a blank sheet or paper, or a digital or physical whiteboard, or print it at A3 (minimum)—you'll need plenty of space to map people, relationships, and influence clearly.



## Reflection Questions

Use these prompts to spark discussion, surface new insights, and uncover dynamics that may not be immediately visible. Take notes in the space provided.

Who has the <b>most influence over decision-makers</b> ?	
Who could become <b>new allies</b> ?	
Who could <b>shift position</b> ?	
Where do <b>indirect influence pathways</b> exist?	