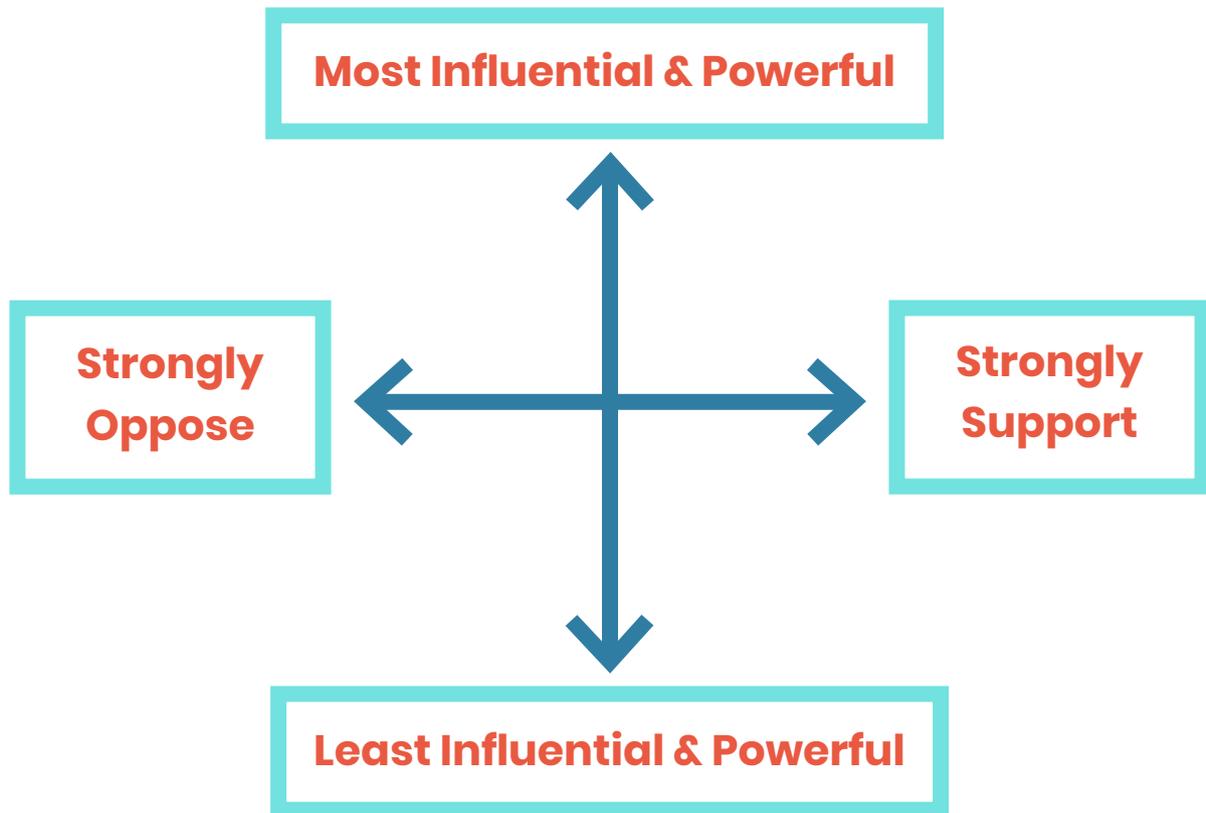


Power Mapping

Once you have defined your goal you need to identify and test your theory of change, you need to understand the power relations surrounding encryption.

- ❑ **Who has the power to help you create the change you seek? And who will oppose you?**
- ❑ **Who are the key target groups and decision-makers you need to move?**
- ❑ **Who is undecided or conflicted about your issue? Whose minds might be changed? Is this enough to be able to make the change you seek?**
- ❑ **Which individuals and groups can you work together with in coalitions and alliances?**
- ❑ **How can you grow your power?**

Power mapping is best done using a grid where you can map the different actors by their power and their level of support.



//

Which actors have the most influence?

Which are the “swing” groups?

What support do you need to win this campaign?