**Power structure analysis**

Your campaign target should be the person or people with the power to make the change you’re campaigning for. Getting a better understanding of who they are and what influences them will help you develop a strategic campaign plan.

Most people, including decision makers, are influenced by other groups and individuals. How these people influence each other makes up your local or campaign specific “power structure”. In this analysis, we want to know who influences who, and which of them support us. We might identify some “secondary targets” that we should influence first and identify who can influence the primary target/s.

To get started, create a graph where the vertical axis represents power (from none at the bottom to lots at the top) and the horizontal axis represents support for our campaign (from lots of support on the left to no support or total opposition on the right). Then add in the relevant organisations or individuals and move them in relation to each other as we learn about them and as the campaign progresses. From this, we can start to see who we need to focus on.

Lots of power

Opposes us

Supports us

No power