

## Campaign strategy and planning – developing a strong **power analysis**

We are always building our power in collective efforts and campaigns for change. We make assumptions about our own power and that of others all of the time. A good power analysis exercise at the outset helps us identify those we need to be talking to and challenges our assumptions about who has the power to help us bring about change. We sometimes assume someone is against us. We need to be asking do they have as much power as we think. Is it possible to get to them? And then identifying how we can get to them. And we need to be specific!

### 1. **Power Analysis;**

First make a full list of relevant and potential stakeholders and organisations that your campaign should be talking to if not at least taking into consideration; stakeholders with an interest in the issue, with power and influence (not all obvious supporters or allies). Remember having ‘unusual allies’ can really help your campaign effort. Once listed discuss and agree where to place them on the axis according to their level of influence in Irish society and politics and the degree to which they are likely to be in support or strongly in opposition to the campaign. Use the following questions to help you in your placement.

- A. Do they have much power?
- B. Is it possible to get to them?
- C. How can you get to them?
- D. Are they against you? If so, do they know someone that’s in strong support of you?

