POLITICAL MAPPING

Political Mapping is a way of assessing the importance of various stakeholders in a meeting or other presentation and determining the impact they may have on your desired outcomes. The technique involves considering every individual's degree of potential influence on a decision or direction while also taking into account his or her existing position on the matter. This approach is especially valuable when you are dealing with emotional or highly controversial issues and need to anticipate specific positions or concerns in advance of the meeting. By knowing ahead of time which people will support or oppose your agenda and why, you will be able to better tailor your material and process.

POLITICAL MAPPING				
Function/Activity	**Person**	**Power/Influence**	**Going-In Position/Issues**	**Implications**