



**DURHAM CAN | ORANGE COUNTY JUSTICE UNITED
WAKE COUNTY SPONSORS
NC CONGRESS OF LATINO ORGANIZATIONS**

NORTH CAROLINA INDUSTRIAL AREAS FOUNDATION | 4907 GARRETT RD DURHAM 27707 | 919 328 3966

QUESTIONS TO GET STARTED ON A POWER ANALYSIS

What are you doing a power analysis of?

The first decision to make is what you are doing a power analysis of. You can do a power analysis of an institution, a geographic area or a sector. Choose something that is relevant to your everyday work and manageable.

Setting the benchmark

The next step is to find out about the entity as a whole. This will provide a benchmark for how much power pockets have within this entity.

How many people are within the entity that you are doing a power analysis of? (ie. What is the population of a city? How many members does a union have? How many people attend a church on Sunday?)

How much money circulates in the entity you are doing a power analysis of? (ie. What is the GDP of a country or region? What is the revenue for a company? What is budget for a city government?)

Identifying power pockets

Often times it is easiest to start off with power pockets that have people and institutions with formal positions. You can identify these people and institutions through local news sources, or online research.

Name five people or institutions with formal positions within the entity you are doing a power analysis of. (ie. Who is the Mayor of the City you work in? Who is the CEO of a well-known company? Who is the Bishop of your diocese?)

The next step here is to see if these people or institutions with formal positions have power—organized money and organized people. You can find this out by keeping up with the news on a regular basis and observing how decisions are made, continued online research, individual meetings, and day-to-day organizing work.

Out of the five people or institutions with formal positions, which of them have real power—organized people or money? (ie. How much of the City's budget does the Mayor control? Does the CEO of a company or the boards make key decisions? How many members does a Chamber of Commerce actually have?)



**DURHAM CAN | ORANGE COUNTY JUSTICE UNITED
WAKE COUNTY SPONSORS
NC CONGRESS OF LATINO ORGANIZATIONS**

NORTH CAROLINA INDUSTRIAL AREAS FOUNDATION | 4907 GARRETT RD DURHAM 27707 | 919 328 3966

The power behind the throne

In many cases the most powerful people and institutions within an entity will be different than the people who have formal positions. The next step is to identify these hidden powerful people and institutions. The best way to do this is through individual meetings, and sometimes by reading investigative reporting.

Who are the five most powerful individuals institutions or people within the entity you are doing a power analysis of that do not hold formal positions or are not widely known? (ie. County political bosses that choose nominees for party, top donors to political candidates, veteran leaders in churches or unions)

How do the power pockets relate to each other?

The last thing to consider is how the power pockets relate to each other. It is often in these relationships that important decisions are made. The best way to understand this is to relate directly to these power pockets and reflect on your experiences, or talk to and learn from those who have.

Tell 3 stories about how different power pockets relate to each other (ie. What part of government is an industry most concerned about being regulated by? Who does the Mayor go to in moments of crisis? What familial ties connect power pockets?)

You and your organization should be—or strive to be—one of these power pockets. So don't forget to include yourself!