

Mapping Things That Matter

When calling for change, identifying and mapping relationships, influencers and audiences can provide helpful information that can shape your messages and strategies and help you reach your goals.

“Mapping” doesn’t have to be complicated. It can be done digitally, on large pieces of paper, a white board or walls, or with markers and sticky notes. The goal is to visually lay out the people, relationships, qualities and/or experiences that are most important for the goal at hand.

Step #1:

Define what you’re investigating. Some options might be:

- Understanding the audience for your lived experience story and advocacy message using [Audience Mapping](#);
- Identifying the decision-makers or powerful influences who control the likelihood of change using [Power Mapping](#) (see pages 17-21).
- Learning about the confusing and disappointing steps a young person might experience on their journey to find good treatment using Journey mapping)
- The strengths and assets found in a community using [Community Asset Mapping](#).
- Geographic map to gauge how difficult or easy it is to physically connect with services using [Eco Mapping](#).

Step #2:

Begin your map by graphically noting, one by one, all the elements.

If you’re power mapping, for example, list by name in the center of the space those most powerful to make decisions or effect change. Then, add names of people who might best influence those decision-makers and draw lines of connection between them. You might also expand it out another layer or two. Don’t forget to add you and your other group members to the map so you can best target and maximize your own influence.

Step #3:

Prioritize certain names, items or relationships on the map to clarify next steps and/or where to put your resources.

Step #4:

Use this information to help clarify, prioritize and sequence your goals and actions.