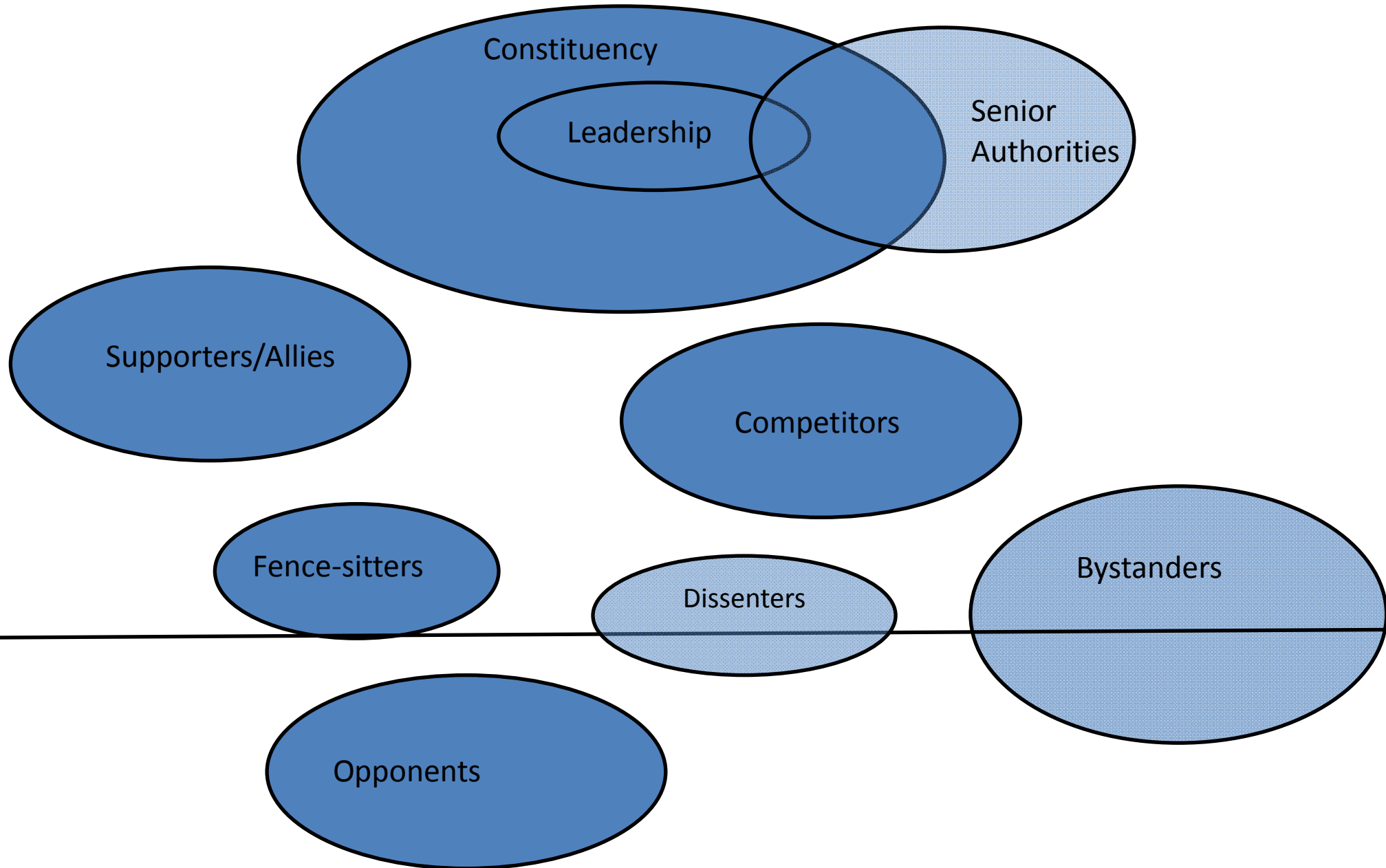


ACTOR MAPPING



ACTING POLITICALLY

Some guiding questions to consider, using your actor map:

Your Constituency- what else might you need to learn about its own networks, history, norms and interests? What is your relationship to them?

Supporters/Allies- what do you see as their main objective? Support to you? the initiative itself and who it serves? your organisation? How can this ally best support the change effort? How do they see you? How might you build and sustain the energy of those who support change and your relationship with them?

Senior authorities- who are the senior authorities most important to the success of your SLC? What are their needs and pressures? What signals are they giving? How do you currently relate to them- How do you think they perceive you? What might you do to secure their support? To what extent do you understand the dilemmas/pressures they carry?

Opponents- what do they stand to lose if your initiative succeeds? How might this be minimised/acknowledged or how might you bring them with you? How do you think they perceive you?

Dissenters- what ideas are they bringing forth that might be valuable? How might you enable these ideas to have a hearing? How can you protect them from being marginalised and silenced? How comfortable are you with working with difference and potential conflict?

Competitors- what resources do they have that you also need? What do you need to know about them and their plans? What scope is there for collaboration/joining forces?

Fence-sitters/Bystanders- how could you influence them to join you? What might be behind their ambivalence- and how might you explore this? How could you encourage them to get involved?

And where are you in the map?