

# POWER ANALYSIS WORKSHEET

	THEIR POWER	What other info do we need to know about this?	OUR POWER	What other info do we need to know about this?	How might this influence our strategy?
What do they care about?					
Who are the key decision makers?					
Where do they exercise the most influence?					
Where are they weak?					
Resources/ Supply lines					
<b>Key Relationships</b>					
Customers/ Clients					
Allies					
Opponents					
Friends					
Employees/Volunteers					
<b>Image in The Community</b>					
How are they perceived?					
How do they want to be perceived?					
Press Coverage					
Where in the community do they have influence?					
Where do they want to have more influence?					