**THE POWER ANALYSIS TREE**

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**TREE TYPE** | What are you looking to influence?

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| --- | --- |
| Your tree type | Key Considerations |
|  | This might be a geography, an organisation or a policy issue. Be as specific as possible. |

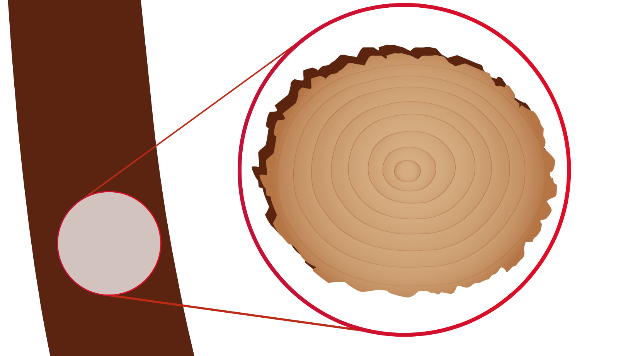
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**FRUIT** | What are you trying to achieve through your influencing work?

|  |  |
| --- | --- |
| Your fruit | Key Considerations |
| 1.  2.  3.  4.  5. | To be effective, your objectives should be SMART:  - *Specific*: target a specific area  - *Measurable*: quantify or at least suggest an indicator of progress.  - *Assignable*: specify who will do it.  - *Realistic*: state what results can realistically be achieved, given available resources.  - *Time-bound*: specify when the result(s) can be achieved. |

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| Key Considerations |
| Think about the prioritisation of these relationships and how they relate to each other. Don’t just focus on those in the centre – those in the outer rings who may be gatekeepers or influencers are often crucial. |

**TRUNK** | Who are you trying to influence?

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1.

2.

3.

4.

5.

6.

7.

8.

**ROOTS** | Why do they need you and why do you need them?

|  |  |  |
| --- | --- | --- |
| Your Roots | | Key Considerations |
| Your Interest  1.  2.  3.  4.  5. | Their Interest  1.  2.  3.  4.  5. | Presenting what you want as part of an offer is far more impactful than a simple ask. |

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**BRANCHES** | How would you practically build the relationships you need?

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| --- | --- |
| Your Branches | Key Considerations |
| 1.  2.  3.  4.  5. | Make sure the tactics you choose clearly achieve your SMART objectives. Again, be as specific as possible. |

