

**What is my goal?**

**Who are my people?**

**How can I mobilize my  
people behind my goal?**

**POWER**

# FORMAL POWER

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## 1. Positional





















# FORMAL POWER

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## 2. Reward



well  
done!



# FORMAL POWER

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## 3. Coercive



# INFORMAL POWER

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## 4. Expert











Choose lower-fat foods more often.





9:27



## Vancouver

Sunny

Now	10AM	11AM	12PM	1PM	2PM	3PM
22°	23°	25°	26°	27°	28°	28°

Friday		32	17
Saturday		31	19
Sunday	40%	25	18
Monday	30%	24	17
Tuesday		26	14
Wednesday	30%	25	15
Thursday	50%	24	16
Friday	50%	23	16
Saturday	50%	24	15

Today: Sunny today. It's currently 22°; the high will be 29°.

SUNRISE

5:42AM

SUNSET

8:55PM

CHANCE OF RAIN

10%

HUMIDITY

60%

WIND

sw 0 km/hr

FEELS LIKE

22°

PRECIPITATION

PRESSURE



# INFORMAL POWER

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## 5. Referent

HER FOR BC

  
CONVENTION  
R 28-DECEMBER 2, 2016

TOGETHER FOR BC

  
57<sup>th</sup> CONVENTION  
NOVEMBER 28-DECEMBER 2, 2016

TOGETHER F

  
57<sup>th</sup> CONVENTION  
NOVEMBER 28-DECEMBER 2, 2016







# INFORMAL POWER

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## 6. Power of the Powerless



"FIRST THEY IGNORE  
YOU, THEN THEY  
FIGHT YOU,  
THEN YOU WIN!"

— MAHATMA  
GANDHI

2710



2011..

NEWS!  
VAPURE!  
CHILD TEES!







SKOLSTREJK  
FÖR  
KLIMATET





# FORMAL POWER

1. Positional
2. Reward
3. Coercive

# INFORMAL POWER

4. Expert
5. Referent
6. Power *of the* Powerless

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**8764 5191**

# *rights* **HOLDERS**

*From a human rights perspective, individuals are rights-holders that can make legitimate claims, and States and other actors are duty-bearers that are responsible and can be held accountable for their acts or omissions. Fiduciary duties to for *indigenous* land, resources and *peoples* is part of *Indigenous* sovereignty. *Indigenous* nations in *Canada* have a sovereign Immemorial right to provide services, programs, and land management for their *peoples*.*



*Stakeholders*

*Grassheads*

*Grassroots*

*Formal Coalitions*

*Informal Coalitions*

*Opposition*

**PURPOSE**

**“AUDIENCE”**

**MATERIAL**

# PURPOSE

*What problem are you trying to solve  
and how are you trying to solve it*



# 5WHYS

**problem**

*My school assignments are always late*

**solution**

*Submit my assignments on time*

# problem

*My school assignments are always late*

1. Why? - I don't leave enough time
2. Why? - I have too much to do
3. Why? - I sleep a lot
4. Why? - I have been tired all the time since the rainy season started
5. Why? - I have seasonal affective disorder

# 5WHYS

**problem**

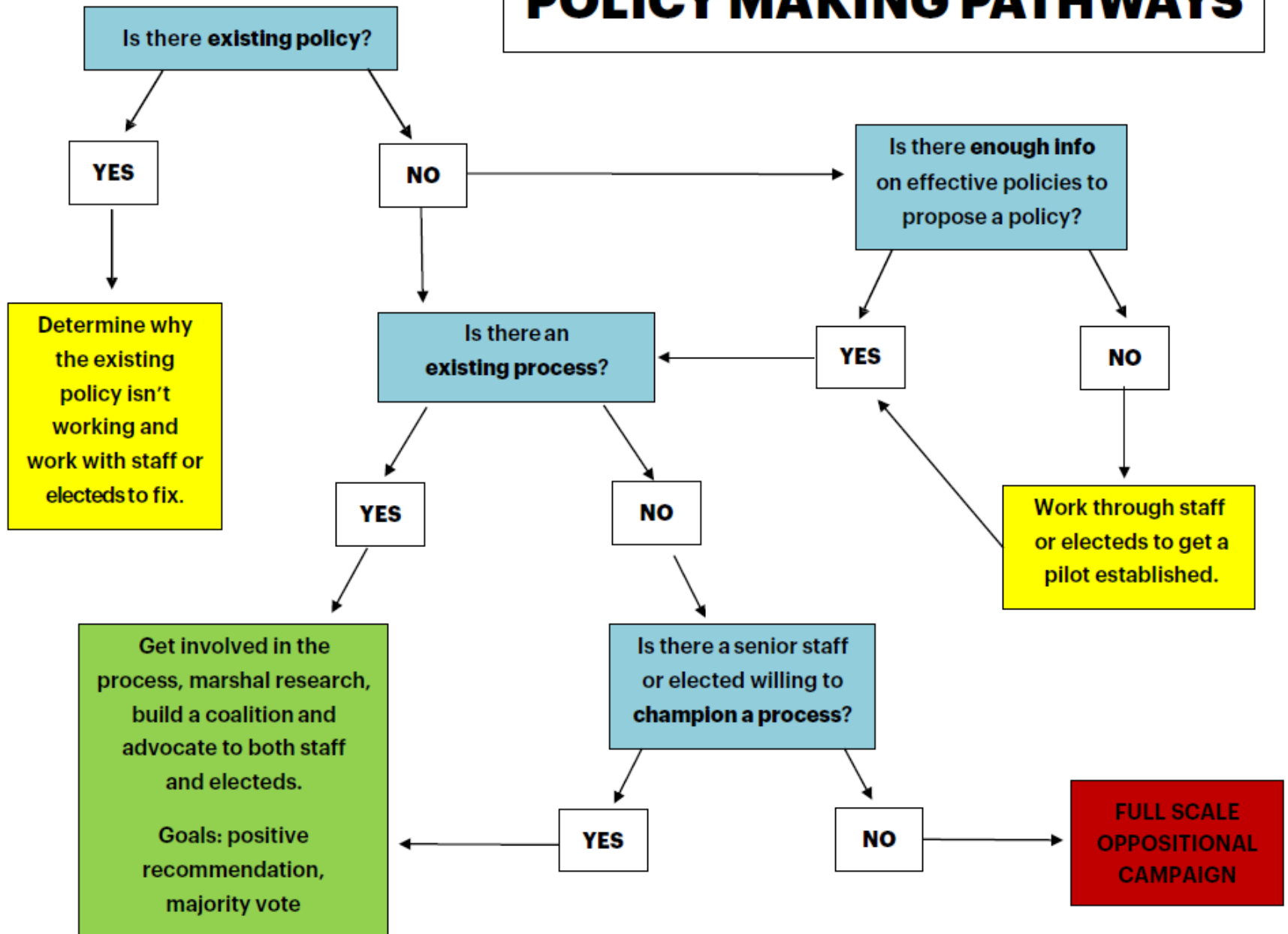
*My school assignments are always late*

**solution**

*Talk to a doctor, learn more about SAD*



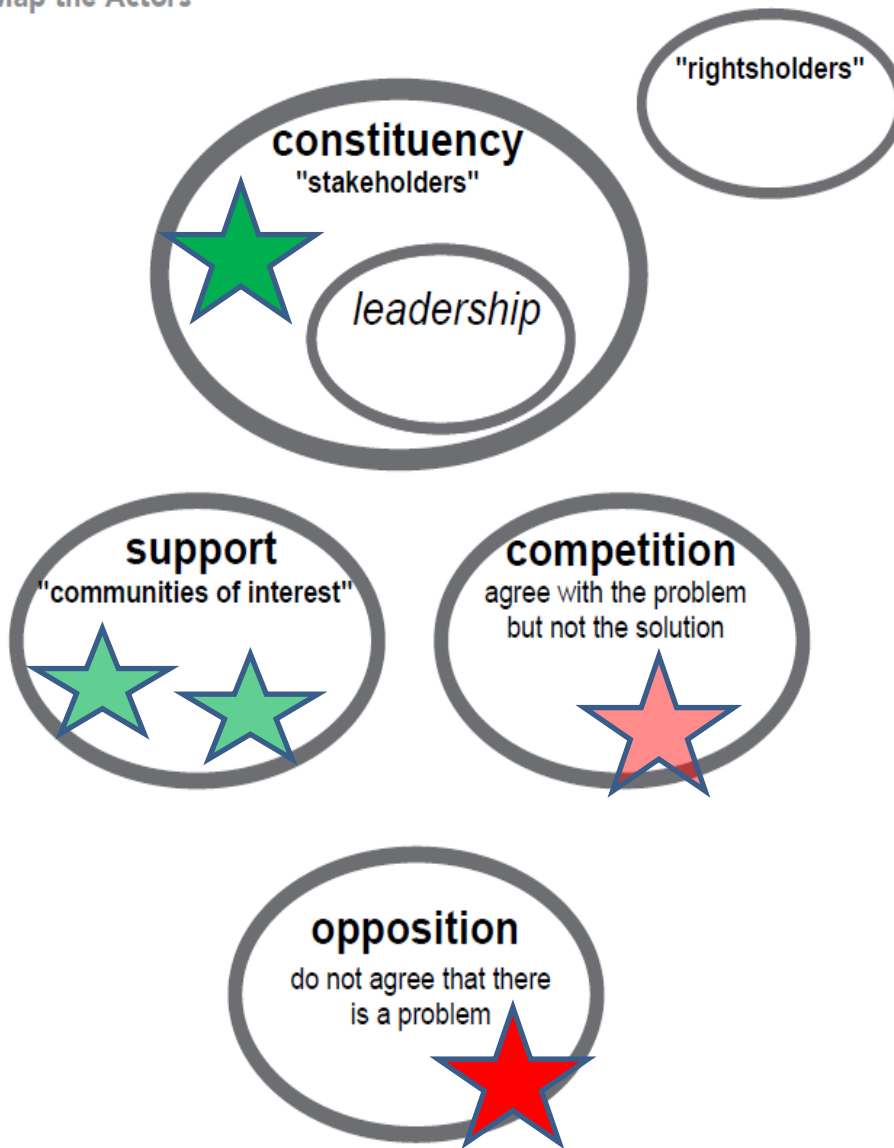
# POLICY MAKING PATHWAYS



# AUDIENCE

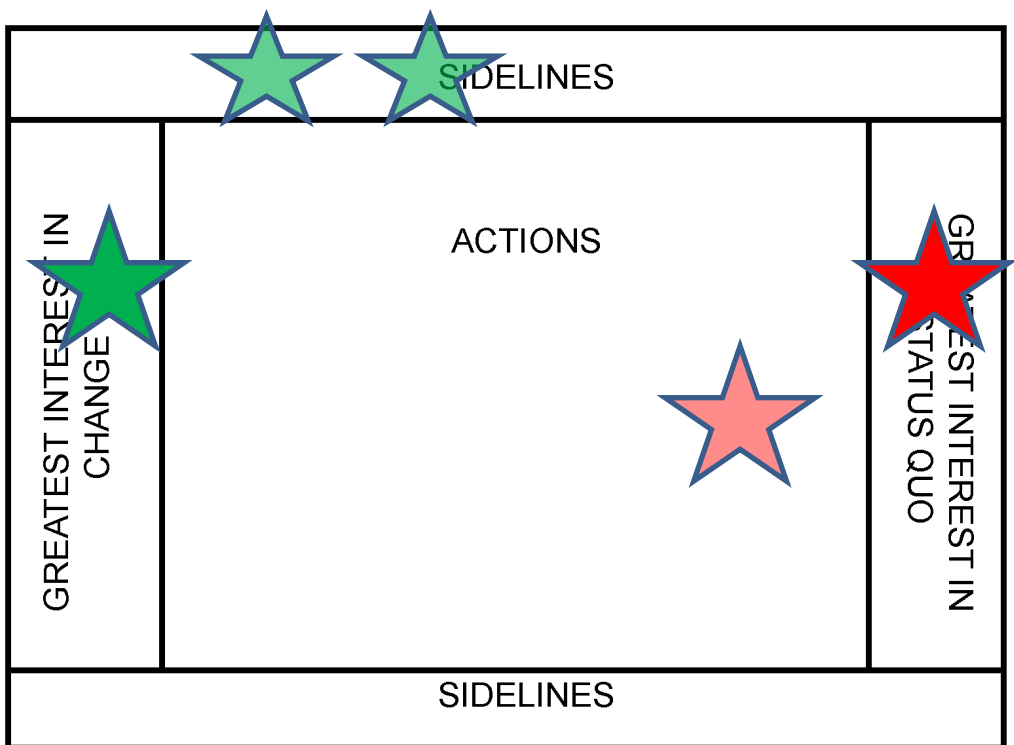
*Who has the motivation to take action on, or fight against, the solution I've identified?*

## Map the Actors



# *field* of play

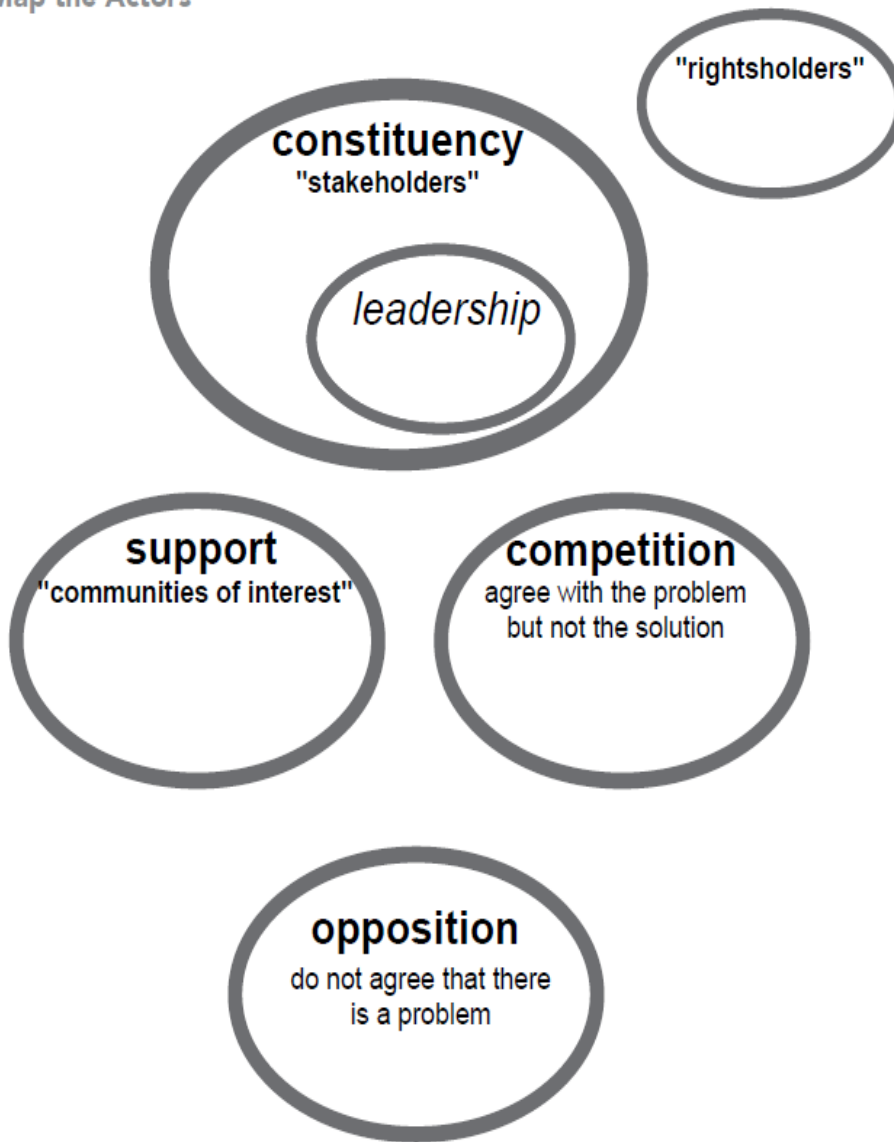
Field of Play



Worksheet: Tracking down the power

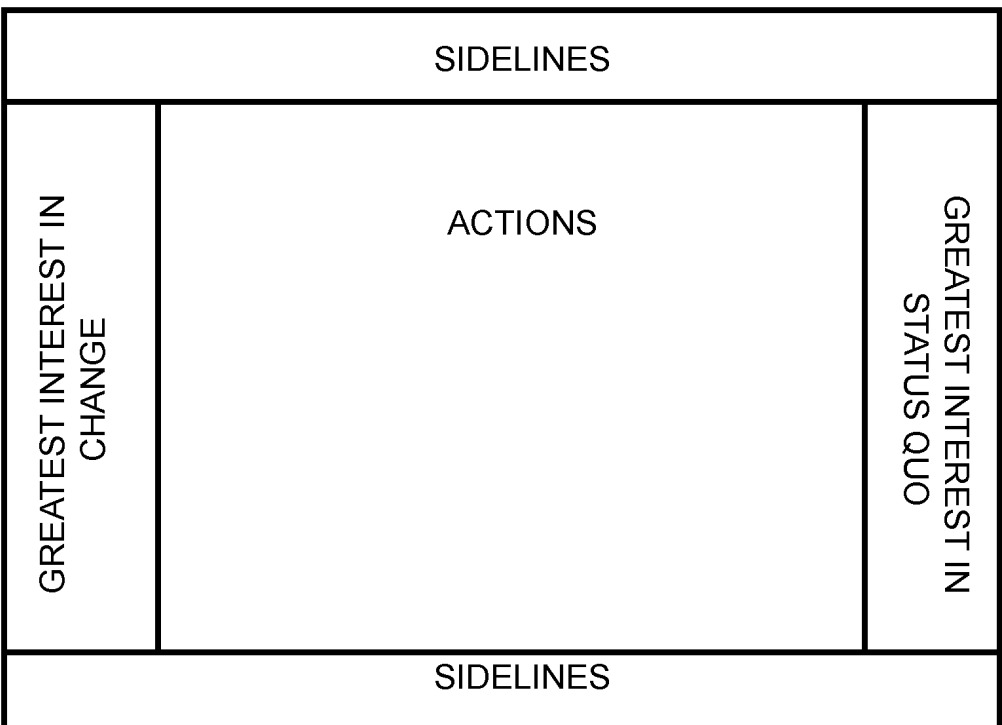


## Map the Actors



# *field* **of play**

Field of Play



Worksheet: Tracking down the power

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