

Social Network Influence Maps

Description

The Social Network Influence Map shows where the power of influence lies in any situation, initiative or project. It maps the relationships of influence between different stakeholders, according to importance or weight, the relationships between different stakeholders and the amount of influence stakeholders have over each other. It helps you understand how influencers relate to each other, and show the direction of influence.

Your completed influence map shows the stakeholders with the most influence as individuals with the largest circles. Lines (arrows) drawn to other stakeholders indicate the presence and strength of influence.

When to use Social Network Analysis

- * When you need to uncover where the power or influence in a situation/initiative or project are located.
- * Don't make the mistake of thinking that hierarchy or traditional lines of authority are always the routes by which decisions are made.

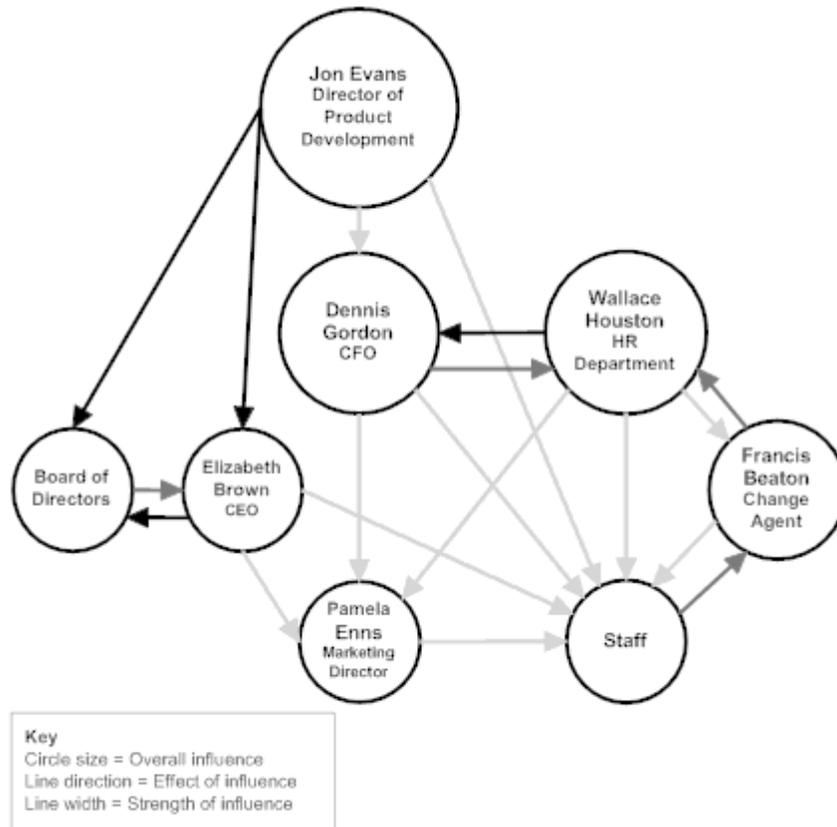
Steps

There are three main considerations when you construct an influence map:

1. The **importance** or weight of a stakeholder's overall influence (represented by the size of the circle representing that stakeholder).
2. The **relationships** between stakeholders (represented by the presence of lines or arrows between them).
3. The **amount of influence** stakeholders have over others (represented by the heaviness of the lines drawn between them).

Method adapted by Kessels & Smit, The Learning Company
Sourced from www.kessels-smit.com





Influence is not static. It changes over time, just like the circumstances surrounding each project or decision. If you create influence maps at regular intervals, you'll chart these differences and gain a much greater appreciation for the way decisions are made. This will help you to smooth the decision making process and be more effective.

Influence maps are important visual models of the key people and relationships that impact a project or decision.

Take the time to uncover the underlying relationships and influence that key stakeholders have. With this insight, you can tap into the real sources of power and persuasion.

While this is something that people do intuitively in small projects, it's something that you'll need to do actively for larger projects. This is particularly the case in projects that involve people outside your organization.

Method adapted by Kessels & Smit, The Learning Company
 Sourced from www.kessels-smit.com

