Power mapping is a very useful way to help campaigners come up with the right tactics that will have the most effect on their targets. The Power Cube is a tool developed by researchers at the Institute of Development Studies, University of Sussex. **Using this tool can help you analyse the power your targets hold so you can create a more effective campaign strategy and bring about change.**

### Spaces of power

**Closed** - behind closed doors, private: meetings, private communications, events exclusive to a group of people

**Invited** - open to the public but regulated: government consultations, recorded meetings, Q&A events

**Created** - when ‘less powerful’ people create or claim a space: campaigns, occupations, grassroots movements
# The Power Cube

## Faces of power

**Visible** - *official* faces: laws, politics, councils, elections

**Hidden** - preventing others from accessing power: hidden agendas, limiting access

**Invisible** - belief systems: cultural shifts, changing people’s minds, stereotyping, commonly held beliefs

## Levels of power

**Local** - town, city, region

**National** - the whole country or nation

**Global** - beyond the borders of your country

## Try it out!

**Target:**

- Spaces in which they hold power:
- Faces of the power they hold:
- Levels at which they hold power:

**Source:** www.powercube.net