As your community coalition is getting started or re-energizing, you may be thinking, “who is missing from the table?” or “who do we need to invite the next time we meet?” Taking the time to map stakeholders (actors), assets and power, and develop a relationship strategy can make all the difference.

How Does the Mapping Process Work?
The mapping process can be done individually or as a team endeavor. Mapping can be started at any time and revisited as your coalition expands and engages new stakeholders.

- **Map Actors** - look at organizations, community groups and communities individuals belong to
- **Map Values** - Map Values - look at the choices and values of the organizations and community groups represented
- **Map Interests** - remember that the same stakeholder may be representing conflicting interests. Consider stakeholders’ interests in the work of the coalition
- **Map Power** - look at decision-making authority and the span of influence across networks
- **Map Resources** - look at direct and indirect access to resources related to project needs

Field Guide for Multi-Stakeholder Mobilization and Coalition Building

A relational strategy can ensure your coalition is positioned for success. The tools and techniques from the ReThink Health® Community Activation for System Stewardship Field Guide can help you build collective leadership capacity, enlist stakeholders' commitments to your coalition’s shared purpose and help your coalition move forward in action to meet or exceed established goals.

Click Here to Download the Field Guide