



***From Paper to Power:  
Know It, Show It & Grow It***

C.B. Pearson | Wingspread July 2009

# Agenda

**Power – Know it, Show it & Grow it**

**Power Map**

**Small Group Exercise**

# What is Power?

**power (pou' ər) n. –**

**The ability or capacity to perform  
or act effectively.**

*Power in public policy*

**Why do  
our opponents  
have power?**

# Opponents' Power

- **They have resources (\$\$\$)**
- **They forge and sustain alliances**
- **They are unrelenting**
- **They are innovative**
- **They are strategic**
- **They know their enemy (Us!)**

# Themes for Building Power

1. Know It
2. Show It
3. Grow It

Goal: To create lasting *Social Change* – not simply pass a policy

# Power: Know It

- **What is the lay of the land?**
- **Who are your potential allies?**
- **Opponents**
- **How do you communicate with allies? (two-way?)**
- **What motivates each ally?**
- **What is each ally's track record, capacity and potential?**

# Power: Show It

- Show power in names and numbers
- Run a “power test”
- Internal vs. external power displays
- Public and private power displays
- Strategic rhythm and escalation
- “Inside Game” & “Outside Game”

# Power: Grow It

- **Organization + Strategy = Fuel to Grow**
- **It's about relationship**
- **Individuals talking to individuals (You can make a difference!)**
- **Activity and engagement feed power**
- **Tipping points are real**

# The Power Map

- **Who or Whom can say “YES”**
- **How do we make it easy for them to say “YES?”**

# “Pressure” Techniques



# Power Techniques

- **Persuasion**
- **Pressure**

# Paper to Power

## *News Release:*

### NATIONAL ASSOCIATION OF REALTORS® *The Voice For Real Estate*®500

#### **Americans Agree: Smart Growth Approach to Transportation Helps Build Communities**

WASHINGTON (February 26, 2009) – An overwhelming majority of Americans believe restoring existing roads and bridges and expanding transportation options should take precedence over building new roads, according to a survey sponsored by the National Association of Realtors® and Transportation for America.

# The Power Map Exercise

- **Brainstorm**

# The Power Exercise

- **Show It**
- **Grow It**