

T5.3





EMPOWERMENT MAP

How might we better understand to what extent someone is relatively empowered and/or disempowered?

tinyurl.com/cctboxt53



ABOUT THIS TOOL

There's a goal that someone's trying to achieve, but they can't. Why can't they? It's probably because they're disempowered in some way. Your job as a changemaker is to play a value-added role in helping people to become (more) empowered to achieve their goals. This EMPOWERMENT MAP tool should help you and your team figure out where and how to do this.

This tool uses the "EMPOWERMENT AIR" formula to guide your conversations, decisions, and actions. The formula is as follows:

$$E \text{ (EMPOWERMENT)} = A \text{ (ABILITY)} + I \text{ (INCENTIVES)} + R \text{ (RESOURCES)}$$

ABILITY consists of both the KNOWLEDGE and the SKILLS required. INCENTIVES are the intrinsic motivators and extrinsic drivers. And RESOURCES are the assets needed to achieve the goal.

In short, the necessary ABILITY, INCENTIVES, and RESOURCES must all be in place and "add up" for someone to be empowered to achieve their goal(s). Disempowerment results from a deficiency or gap in any one of these three components. Needless to say, both reality and perception matter.



Using this tool you should gain an understanding of where relative empowerment and disempowerment exist. Based on this, you'll be able to ideate and prioritize creative solutions that build on STRENGTHS and/or find ways to empathetically address WEAKNESSES.

HOW TO USE THIS TOOL

- 1 Start at the top of the tool. Note down THE PERSON/ GROUP. Then note down THE GOAL. This is what they're trying to achieve.
- 2 Next, go to the COMPONENTS header. Start with (A)BILITY - KNOWLEDGE. Go under the ANALYSIS header, and note down as many STRENGTHS as you're able to. This is a list of any existing (A)BILITY - KNOWLEDGE that's currently helping to empower THE PERSON/ GROUP to achieve THE GOAL. Then note down IDEAS FOR BUILDING ON STRENGTHS.
- 3 Repeat step 2 for each of the COMPONENTS. It's always best to take an asset frame and start with STRENGTHS.
- 4 Now go back up to (A)BILITY - KNOWLEDGE. Go under the ANALYSIS HEADER, and note down as many WEAKNESSES as you're able to. Where might gaps exist? What's needed? Then note down IDEAS FOR OVERCOMING WEAKNESSES.
- 5 Repeat step 4 for each of the COMPONENTS.
- 6 To conclude, go to NOW WHAT? and note down a few priority next steps based on what you've learned and/or new insights you've gained from using this tool.

CHANGEMAKER COACH | TOOL TIP

- This helps you start with an asset frame. Always start with people's aspirations and strengths.
- Use this to put CT4 HELP EMPOWER WOMEN AS LAST MILE PROFESSIONALS (p. 32) in action. I originally designed this to help figure out how to help the women entrepreneurs working with our MicroConsignment Model.
- T6.4 CAPITAL MIX MAP (p. 216) is similar but for communities/ systems. That said, you could use this tool for organizations, teams, etc.

CHANGEMAKING INNOVATION MINI-CASES	CHANGEMAKING TRIMTABS
	
V12 p. 360	CT3 p. 30
V44 p. 366	CT4 p. 32
V52 p. 368	CT6 p. 36

THE PERSON/ GROUP	
THE GOAL	

ANALYSIS				
COMPONENTS	STRENGTHS	IDEAS FOR BUILDING ON STRENGTHS	WEAKNESSES	IDEAS FOR OVERCOMING WEAKNESSES
(A)BILITY - KNOWLEDGE				
(A)BILITY - SKILLS				
(I)NCENTIVES				
(R)ESOURCES				

NOW WHAT?	
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