

EMPOWERMENT MAP



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

WHAT “HATS” DO YOU WEAR?

12 APPLICATION IDEAS



BUSINESSES

Use this to get a better understanding of where team members are relatively empowered or disempowered to achieve a goal, complete a project, etc.



PARENTS

Use this as a framework to talk about a family goal. This can also be helpful for any personal and/or professional goal that individual family members might be aspiring to achieve.



LIFE COACHES/ MENTORS

Use this to get a better understanding of where your mentee is relatively empowered or disempowered to successfully achieve a priority goal.



ENTREPRENEURS/ INNOVATORS

This is an essential tool for internal teams and to understand potential customers.



EDUCATORS

Use this to get a better understanding of where a student is relatively empowered or disempowered to successfully achieve a priority goal such as completing a project, applying to college, etc.



NON PROFITS

Use this to better understand where community members are relatively empowered or disempowered so that you can decide where it might be most helpful to leverage strengths vs fill in gaps.



CONSULTANTS

Have your clients use this to better understand where members of their team, partners and/or clients are relatively empowered or disempowered to successfully achieve a priority goal.



COMMUNITIES

Use this within your own community to understand what can be leveraged and what might be needed to achieve a particular goal.



FACILITATORS

Have participants use this to better understand where other participants, members of their organization(s), partners and/or clients are relatively empowered or disempowered to successfully achieve a priority goal.



VOLUNTEERS

Use this as a guide to understand the people you hope to support through your volunteering. This should inform how you prioritize your efforts.



STUDENTS

Use this when starting any project so that you can figure out what strengths you have and where you might need some help. This could be in school, after-school, in your community, etc.



INDIVIDUALS

Use this for any small or big goal you're trying to achieve.

ABOUT THIS EMPOWERMENT MAP

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:

$$\begin{aligned} & \mathbf{E \text{ (EMPOWERMENT)} =} \\ & \mathbf{A \text{ (ABILITY) + I (INCENTIVES) +} } \\ & \mathbf{R \text{ (RESOURCES)}} \end{aligned}$$

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.

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What would the world look like if we asked ourselves the following more often; are our actions helping others find a way to feel more free, more dignified, and more beautiful?

JACQUELINE NOVOGRATZ
FOUNDER + CEO - ACUMEN

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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 THIS EMPOWERMENT MAP WORKS

- 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.

NOTE:

This is a go-to tool that I originally designed to help figure out the best way to support first-time women entrepreneurs in Latin America. We needed to break down what "empowerment" meant into actionable components.

EMPOWERMENT MAP

COLLABORATIVE CHANGEMAKING TOOL

CLICK HERE OR ON THE TOOL TO ACCESS THE GOOGLE SHEET.
MAKE AN EDITABLE COPY.

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				

KEY TAKEAWAYS	
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