

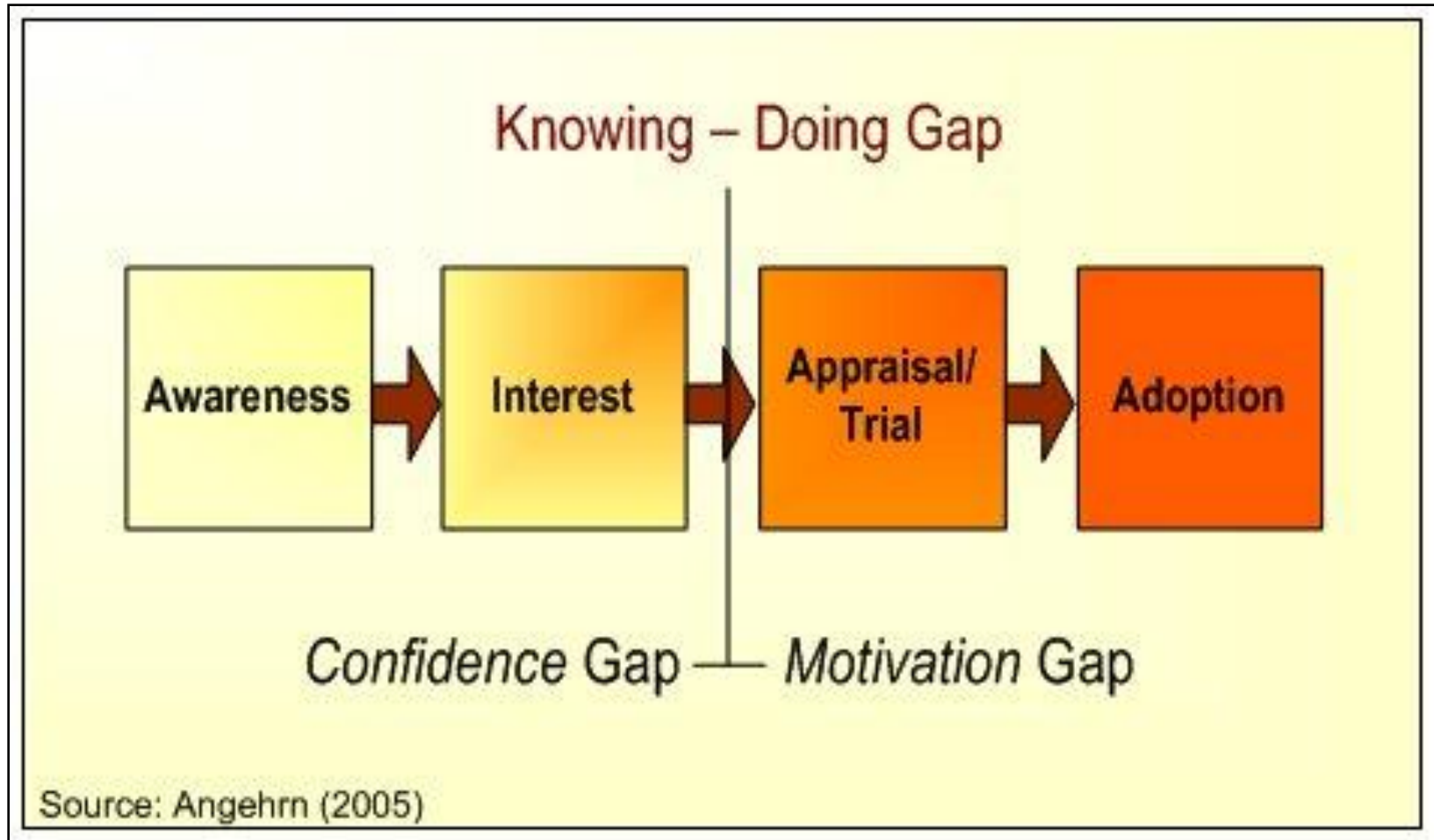
PEOPLE AND CHANGE

SESSION 2

CLIVE ALDERSON

Curriculum Design Programme Meeting 13th May 2009

THE KNOWING-DOING GAP

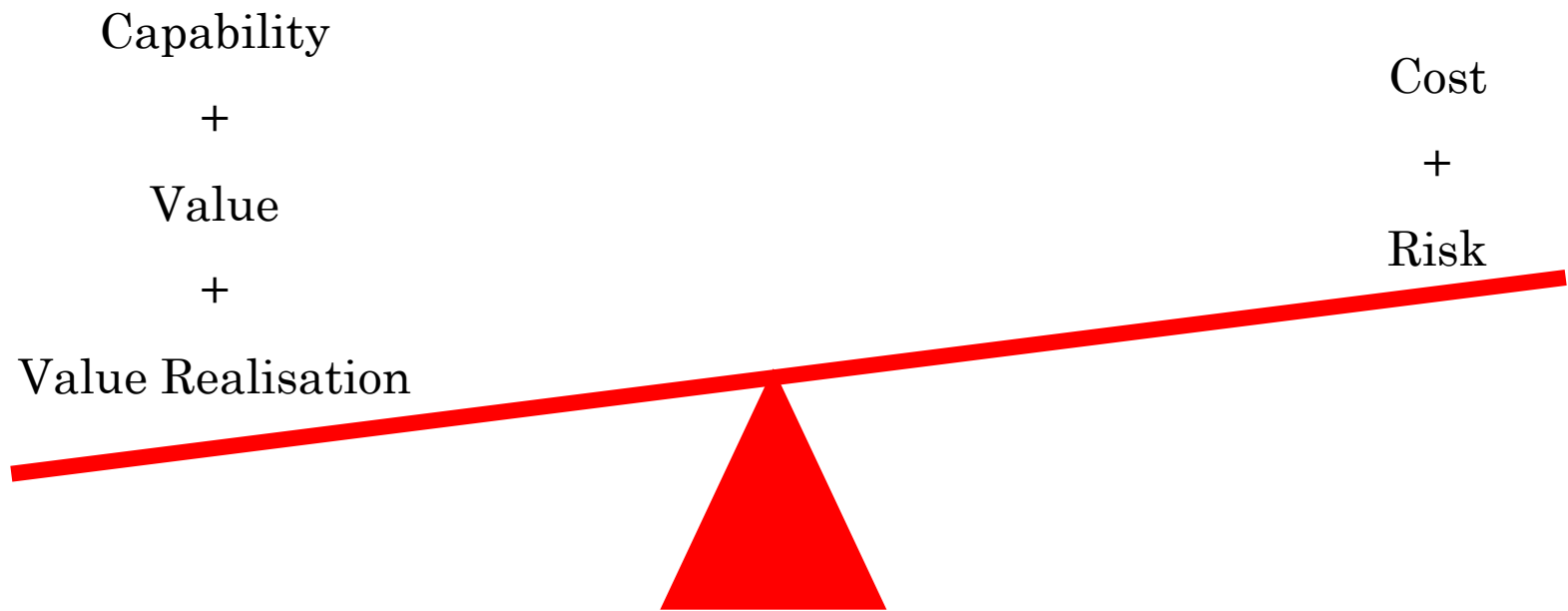


THE 5 CONDITIONS OF INFLUENCE

- Capability
- Value
- Value Realisation
- Cost
- Risk



THE 5 CONDITIONS OF INFLUENCE



YOUR PERSONAL POWER BASE

Coercive	'The Stick' - what sanctions can you threaten and impose for non compliance?
Reward	'The Carrot' - what rewards (monetary or otherwise) can you promise and deliver?
Legitimate	What is your position and level of authority in the hierarchy?
Information	What facts and data sets are at your disposal?
Expert	What expertise, skills and knowledge do you possess?
Referent	What social networks do you belong to? To what extent do your charm, charisma and personality impress?

