

POWER DYNAMICS

in 3 Steps

Establishing power, or influence, over people is done in two ways. Enforced. Reluctantly accepted. Resented. Or it can be done the right way.

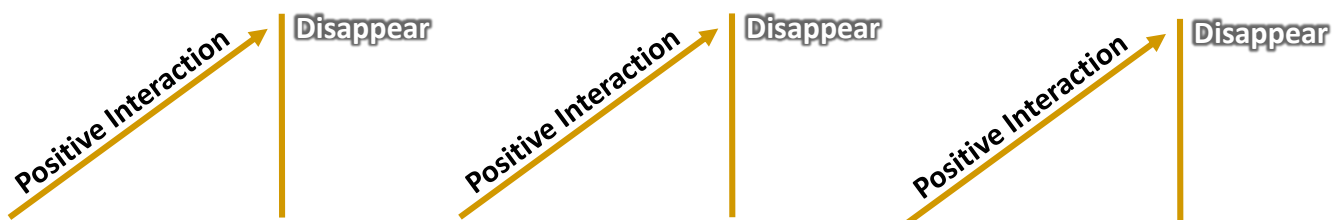
Step 1: Build Value

You will encounter 3 types of people in life: those that add, those that take, and the neutral ones. Law of attraction favours the first type. Become synonymous with value. In your interaction with others, discover what motivates them. People are usually easy to read when discussing pain points. What troubles them is your indicator of what is desirable. They will act out of self-interest far more often than out of mercy or pure benevolence. Align that with your communication:

“I , because of your”

Step 2: Build Scarcity

Your time and energy are finite. Better choose how to allocate them properly. If you are always available and responsive, you are a commodity. Avoid that at all cost. Build enough perceived value in Step 1 and you will be sought-after. Deliver it sporadically and you will become addictive. Value and respect are fortified in absence. Leave people to crave your presence. An easy rhetorical tactic to apply for such a mission is the cliff-hanger:



Step 3: Build Independence

Loss aversion (defined by behavioural economics) implies that a perceived loss is a stronger stimulus for people than the equivalent amount of gain is. Fear breeds predictability. And that leads to dependence. As soon as others start relying on you, you have completed the goal. You are the independent variable. You act, others follow. Lead them to detriment and lose their trust. Misconduct hampers your success. Benevolence is your only ally.

“If you want someone to take off their coat, don’t blow it off. Make them feel warm”.