

In-FLU-ence



Manipulation

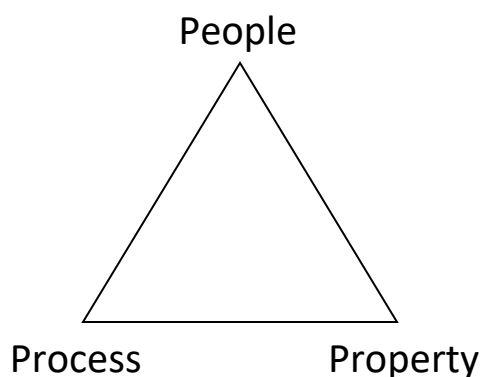
VS

Mentoring

The exercise of influence, to achieve a desired _____, usually at the _____ of the subject.

The exercise of influence in the best _____ of the subject.

Manipulation eventually crumbles under the weight of the _____ and _____.



➡ Making the Shift ➡

_____ to RESPONSIBLE

STIFLING to _____

_____ to POSITIVE

_____ to ACCURATE

DIVISIVE to _____

CONDEMNING to _____

"Hard Wired"

Influence: The Science of Persuasion by Dr. Robert B. Cialdini

- 1.) C _____ / C _____
- 2.) Likability
- 3.) A _____
- 4.) Social _____
- 5.) S _____
- 6.) Reciprocity

The Law of Requisite Variety:
