

# **Influence Without Authority**

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# Psychology of Persuasion by Robert Cialdini

- Authority
- Consistency
- Reciprocation
- Social Proof
- Liking
- Scarcity

# How economists think

- 1 People respond to incentives
- 2 There are always two sides/options
- 3 Unexpected influences
- 4 Unintended consequences
- 5 We can influence not control the outcome

# Arguments: Patterns



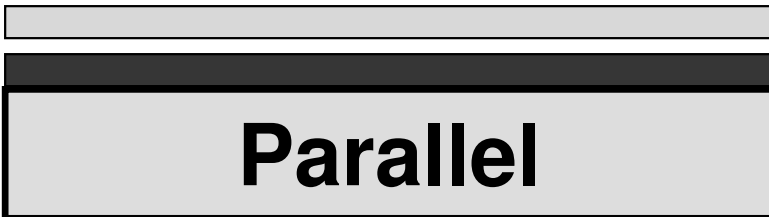
**Series**

**Dependent on each other**



**Convergent**

**Independent &  
cumulative**



**Parallel**

**Independent &  
each sufficient**

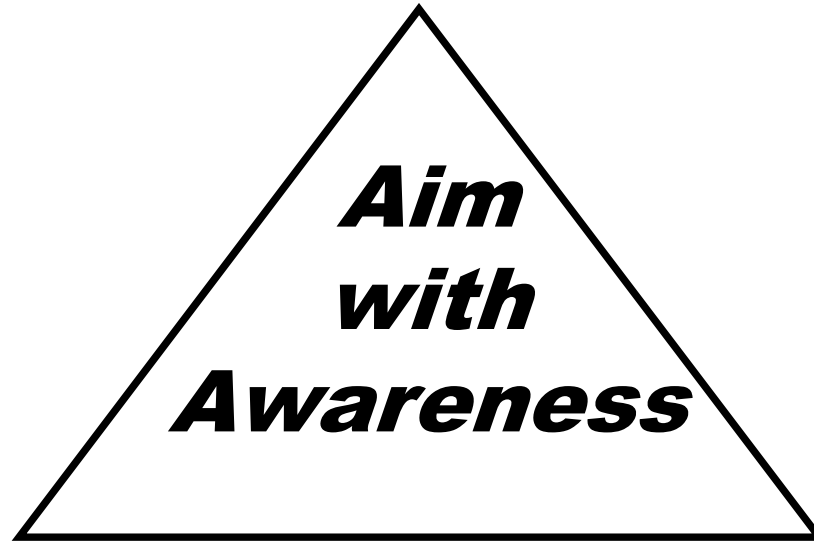
# **INFLUENCE POTENTIAL**

## **Your Source of Power**

- **Legitimate Power**
- **Reward Power**
- **Connection Power**
- **Information Power**
- **Expert Power**
- **Charisma Power**

# **Influence without Authority**

***Be Clear  
with Your Aim***



***Sharpen  
Your Focus***

***Understand the  
Forces at Play***