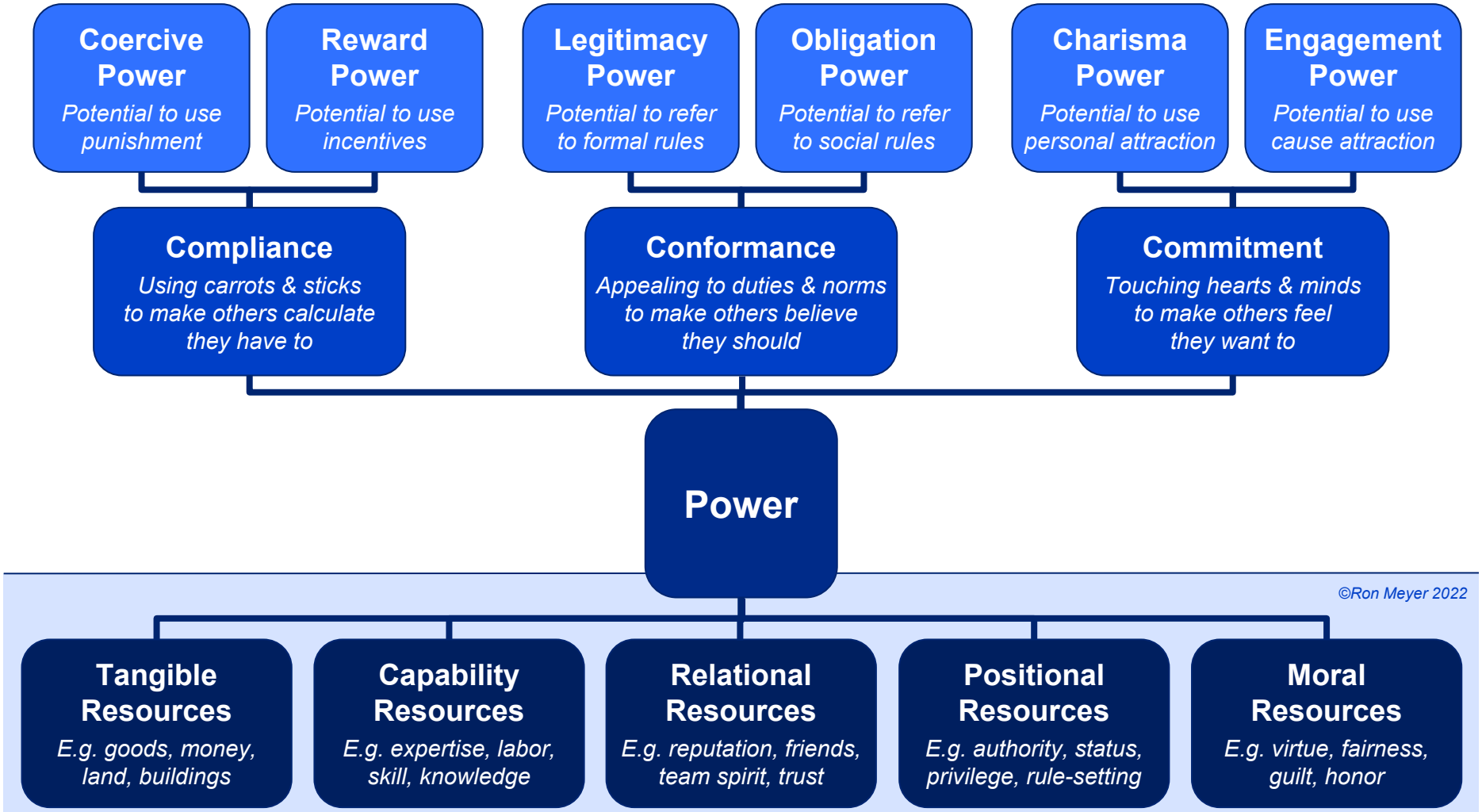
Coercive Power
Potential to use punishment
Reward Power
Potential to use incentives
Legitimacy Power
Potential to refer to formal rules
Obligation Power
Potential to refer to social rules
Charisma Power
Potential to use personal attraction
Engagement Power
Potential to use cause attraction
Compliance
Using carrots & sticks to make others calculate they have to
Conformance
Appealing to duties & norms to make others believe they should
Commitment
Touching hearts & minds to make others feel they want to
Power
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Tangible Resources
E.g. goods, money, land, buildings
Capability Resources
E.g. expertise, labor, skill, knowledge
Relational Resources
E.g. reputation, friends, team spirit, trust
Positional Resources
E.g. authority, status, privilege, rule-setting
Moral Resources
E.g. virtue, fairness, guilt, honor