

**CHART 5**  
**INFLUENCE STYLES**

STYLE	BEHAVIORS	BEST USED WHEN
Persuading	Proposing Reasoning	You are the expert The other person is not adversarial You are respected for your knowledge
Asserting	Giving Feedback Stating Expectations Applying Incentives	You have legitimate needs and wants You have something the other person wants The other person isn't controlling
Bridging	Listening Involving/Supporting Disclosing	The decision is open for discussion The other person knows something you might not know You want to build or heal a relationship
Attracting	Finding Common Ground Visioning – Looking to the Future Emotional Appeal	You are selling a unique idea Generating excitement is important You have something in common with the other people
Moving Away	Avoiding Disengaging	Tempers are too high for anything to be gained It's politically correct – the other person has more power than you Your emotional state is that you can't function effectively