Six Bases of Power

* Reward
* Coercive
* Legitimate
* Expert
* Referent
* Informational

Refer to the Power/Interaction Model Figure 1 handout from Raven (1992) for additional guidance.

What change are you trying to make?

Who will you need to influence to make the change? (ie. who is the target?) *Hint: There could be multiple people/groups*

What is the target(s)’s relationship to you? (ie. supervisor, peer, etc.)

Which of the six power bases are available to you to affect change?

What are the potential costs of employing said power bases?

How do you need to prepare for the influence attempt?

Which power bases do you think would be most effective in influencing the target? Why?

What would a successful influence attempt look like?

What would be the effect of a failed influence attempt?