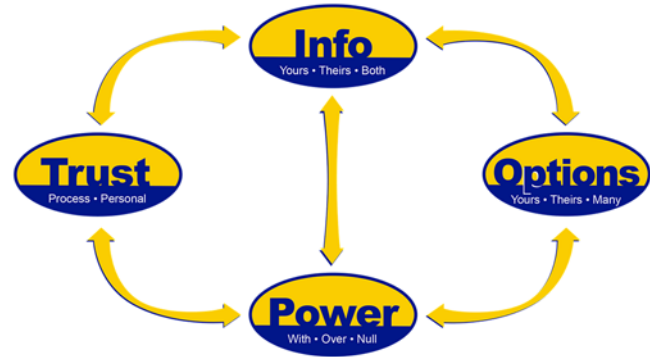


TIPO Key Terms

Trust, Information, Options, and Power



Authority	From Robert Cialdini's Influence: The Psychology of Persuasion: People tend to agree or follow others in perceived or actual power positions or positions of authority. As an example, advertisers will use actors who play authority figures to endorse products even though they have no legitimate knowledge or expertise on the product.
Information	<ol style="list-style-type: none">1. Facts, data, or instructions in any medium or form.2. The meaning that a human assigns to data by means of the known conventions used in their representation. Source JP 3-13.1.
Liking	From Robert Cialdini's Influence: The Psychology of Persuasion: People will agree with other people that they admire or with their group of friends. The use of "home parties" to sell products to friends is one example of using this concept to increase sales. It is the same reason car dealers use models to advertise their cars as an endorsement by attractive people.
Personal Trust	Trust established between two people who share interests. Example would be in a high context culture with a strong, informal tribal structure that calls for trusting relationships between leaders.
Process Trust	Trust established in procedures, institutions, or structures. Examples in a low context system would be the legal system of the United States.
Power	Power has many definitions, but it can be simply the ability to control outcomes or gain desired outcomes. If you have power you can get things done or achieve your desired objectives. Power comes in many forms to include expert, reward, coercive, legitimate, and referent. Power is also gained through information and relationships.
Coercive Power	Power gained by perceived ability to harm or withhold reward.
Expert Power	Having knowledge in either how to do a process or specific subject matter knowledge.
Influence Power	A combination of reward and coercive power. Developed through a working relationship

Legitimate Power In the military this is quickly identified because of rank or position. Power gained when you see the authority of others as legitimate/legal/acceptable.

Referent/Charismatic Power Power because people either have a high identification with and /or respect/admiration for you.

Reward Power Power gained by perceived ability to compensate the opposite.

Power Over The power is "fundamentally domination and coercive in nature." The other party might feel powerless or dependent if the opposite is using "power over."

Power With Power that is jointly developed and shares power with the others involved. The other party might feel empowered and independent if sharing "power with." In the Cooperative Negotiation Strategy this power reflects the interests of both parties.

Reciprocity From Robert Cialdini's Influence: The Psychology of Persuasion: Considered a powerful means of influence, people can feel obligated to return a gift or favor even if it is given freely and without condition. This is the idea behind free samples. If you are given a small sample at the store, you may feel obligated to purchase the product.

Scarcity From Robert Cialdini's Influence: The Psychology of Persuasion: A classic way to attract or influence. Often used in negotiations as a tactic to pressure a decision. You may be told that the "offer is on the table for only the next hour." The opposite's desire is to make you commit. In sales it is the idea of a car advertisement that says only two left in stock. This is trying to say "There are very few of these left and this may be the last one." You do not want to miss this deal and are influenced to buy.

Social Proof From Robert Cialdini's Influence: The Psychology of Persuasion: The classic concept of "Everyone is doing it!" You will look at the behavior of larger groups of society and model your behavior after the group. This form of influence can sometimes explain positive or negative behaviors. This is why groups will dress alike or purchase the "popular" toy at Christmas.