

# The Perception of Power

The perception of power is power. Determine your strengths and make the most of them. Realize your weaknesses and strive to improve upon them. Understand the power you have that is unearned. Manage the perceptions others have of you so that they see you as you want to be seen.



Realizing the sources of power you possess. Determine whether or not all of those sources deliver the perception you want people have of you. If they do not, change them. You are in control of your power and the perceptions others have of your power. Here are sources of perceptions of power.

## Position and Knowledge Power

**Position Power** -- Power based on your position should be the last power a leader uses. Using the power of your position is "throwing your weight around," and considered an abuse of power.

**Forcible Power** -- This is the power to punish or coerce. This is a power of the last resort.

**Reward Power** -- This is the power of raises and praises.

**Popular Power** -- This is the power of a well-liked and respected leader. Because people like you they want to do what you ask of them. They want to be a part of whatever you are doing.

**Expert Power** -- Leaders who are experts in a certain area. This expertise must be genuine. Avoid granting "expert" status to people who do not have the knowledge and experience.

**Knowledge Power** -- Knowledge is power and power is corruptible. This power category refers to having access to insider information or knowledge that no one else has.

**Relationship Power** -- "It's not what you know, it's who you know." Relationship power is having connections with others in positions of influence.

## Physiological Power Trait

Physical and mental traits are additional sources of power. They, too, are to be used judiciously.

**Physical Traits** -- People identify with others like themselves granting them a level of power.

**Mental Traits** -- Patience, tact, discipline, integrity and courage are traits that others respect and credit the holder of these characteristics with power.

**Voice** -- Sound of voice, clarity and smoothness of speaking earn power rewards. The voice of authority is often determined by the sound of one's voice.

**Charisma** -- Personal qualities that appeal to others like endearing charm, attractiveness and the ability to capture the imagination and inspire devotion.

**Attitude** -- A positive attitude is contagious. A positive attitude gives power because it enhances the appearance of confidence. Confidence gives power, because people want to follow someone who is confident.

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