Communication/Influence Model

DEVELOP

CONTROL

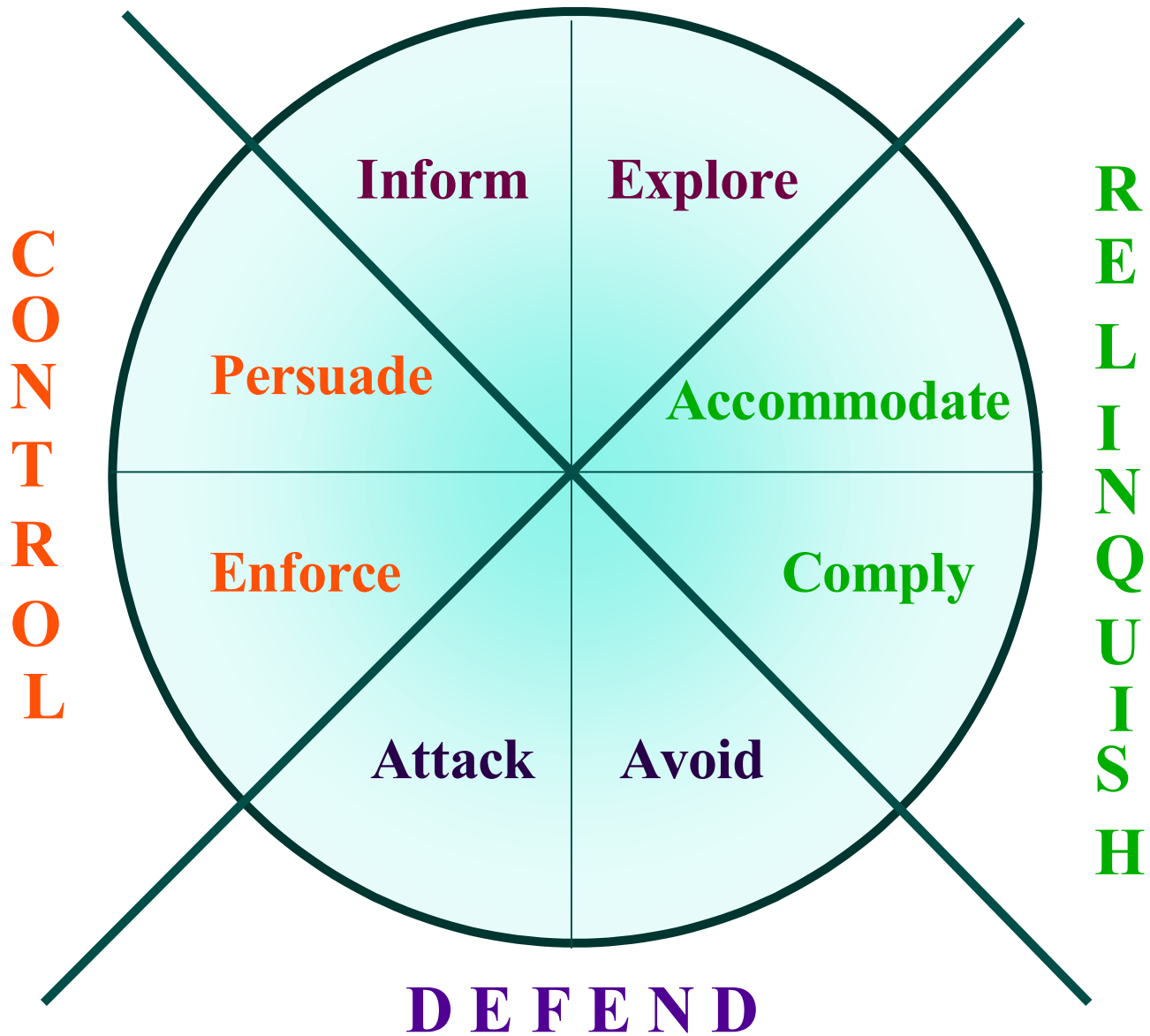**RELINQUISH**

Inform | Explore

Persuade | Accommodate

Enforce | Comply

Attack | Avoid

DEFEND

Below are the basic patterns of communication. Each review includes the considerations involved when determining the appropriate communication behavior to use.

The Controlling Pattern

In this pattern, the communicator attempts to stay in control by exerting influence on the situation. Getting others to do what he/she wants and 'winning' the argument are behaviors found here.

Persuade
Sell his/her ideas
Point out the benefits of an action
Uses incentives and arguments

Enforce
Impose one's views on others
Use of power, authority and threats
Points out undesirable results if action not taken

The Relinquishing Pattern

Here the individual gives up part or all of his/her influence for the greater good.. This is done to ensure progress by not creating barriers. Backing down in the face of confrontation often occurs in this pattern. The communicator may suggest that a direction may be taken , but doesn't use the authority to "get tough" if necessary.

Accommodate
More accepting to different points of view
Does not give up personal values/convictions

Comply
Submit completely to another's point of view
Doing what is asked though disagreeing

The Developmental Pattern

Here the process involves a two-way flow of information to exchange ideas. It is not an attempt to have one person 'win' his/her position, but to find the most positive course of action through listening, exploring, and testing out new ideas. This is the art of Dialogue.

Inform
What can be contributed
Challenge others in a positive way
Bring new facts to light

Explore
Seek out the opinions of others
Listen/understand others' point-of-view
Draws out information from others

The Defensive Pattern

This communication pattern is defined as the person withdrawing from the problem-solving process. There are no more contributions to see the issues through or to get the job done. It is important to note that in the defensive pattern, there becomes almost no concern with the initial problem at hand, and the primary concern becomes an individual (him/herself) focus.

Attack (fight)
Strike out at a person and not the problem
An emotional outburst

Avoid (flight)
Stepping away emotionally from a problem
Physical removal from a situation