

## **Respect is Instant Influence**

Respect commands itself and it can neither be given nor withheld when it is due.

—Eldridge Cleaver

Respect power is the hardest of all power types to gain. This power comes naturally to great persuaders. It must be earned one drop at a time, but it is also the longest lasting. It has a sustained influence on the audience long beyond the persuader's actual physical presence has departed.

Respect is based on the sum total of how you have conducted yourself in your professional and personal affairs. If you have shown respect, integrity, and character in all your dealings, people will know it. People will sense it. Respect power is the type of power an individual has when he is placed in special regard because of his honorable character. As a result of being honorable, other people trust and respect these individuals and willingly follow them. Parents and religious leaders often possess this type of power. Because of respect for these individuals' overall conduct, people are influenced on the spot, without needing to analyze the persuader or the persuasive situation

## **Respect**

Respect is enhanced when there is:

- Integrity.
- Character.
- Dependability.
- Mutual respect.
- Unspotted history.
- Long-term stability.
- Proven track record.
- Unquestionable reputation.