

# TYPES OF POWER



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## COERCIVE

Coercive power is based on **fear**. A leader scoring high in coercive power induces compliance **by way of punishment** such as undesirable work assignments, reprimands, dismissals or loss of benefit. Speaking loudly, aggressive body language and other intimidating tactics are also used.



## ASSOCIATION

Association power is based on the leader's "**personal association**" with influential or important persons inside or outside the organization. A leader scoring high in association power induces compliance through the **desire of others to gain favour** or avoiding the disfavour of the powerful association.



## LEGITIMATE

Legitimate power is based on the **position held** by the leader. The higher the position, the higher the legitimate power will be. A leader scoring high in legitimate power induces compliance from or influences others because they feel this person has the right, by virtue of **position in the organization**, to expect that suggestions be followed.



## INFORMATION

Information power is based on the leader's possession of, or access to **valuable information**. This power base influences others because they need this information or want to be "in on things". This information about other's ability enables them to ask the probing questions which gives others the opportunity to display their skills.



## PRECEDENT

Precedent power is based on the leaders **previous experience and familiarity** with the working landscape. They have a "track record" and can reasonably predict success in cases where circumstances are similar.



## REWARD

Reward power is based on the leader's ability to gain favour by **providing tangible or intangible rewards** to others. They believe that compliance will lead to incentives such as bonuses, promotions, favoured work assignments, awards, or other personal recognition.



## EXPERT

Expert power is based on the leader's **possession of expertise or skill**, ability, or knowledge, which gains the respect of others. A leader scoring high in expert power displays a high level of confidence and is seen as possessing the expertise to facilitate the work behaviour of others and bring out their personal best.



## CONNECTION

Connection power is based on the leader's **personal traits** and the ability to make emotional connection with others. A leader scoring high in connection power is generally **liked and admired by others** because of their personality and communication style. This admiration for, and identification with the leader, compels cooperation from people.