



Manipulation Versus Persuasion

Use the checklist below to help you identify the motivation for a gift or hospitality.

Persuasion

Goal: To make someone believe something by giving good reason, coaxing, or an effective argument.

- ☐ Given in a spirit of friendliness and good will.
- ☐ Distinctive and memorable
- ☐ Communicates your values
- ☐ Is a good representation of you and your company
- ☐ Has usefulness to the receiver
- ☐ Given at the right time and place
- ☐ Honest
- ☐ Has a message attached to it

Manipulation

Goal: To control or influence somebody or something in a devious way.

- ☐ Too expensive
- ☐ Out of place
- ☐ Used to gain favor
- ☐ A payback
- ☐ Based on the wrong intentions
- ☐ Out of context
- ☐ Timed with a purchasing or other critical decision

Describe a situation where you have received a gift or hospitality at work.
Did it pass this checklist?