



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?