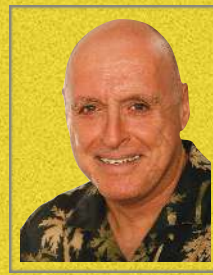


# THE EXTRA POINT

BY JERRY ROBERTS



## # 451 How Do You Feel About Being Manipulated?

Is manipulation a good thing? How about if the manipulation is coming from our leader? I'm Jerry Roberts and today, we'll look at the ways and the whys, next on The Extra Point.

When most people think of manipulation, images of sneaky salespeople come to mind, or devious politicians. It's somebody taking advantage of us by some underhanded means, and we don't like it. Just for a moment, let's put that image aside and ask ourselves if manipulation could ever be a positive thing. Could people be manipulating us for our own good?

An article in Forbes magazine recently put forth the argument that manipulation can be a powerful tool for getting people to act in their own best interest. The federal government produces advertising that vividly and clearly shows the dangers of tobacco, alcohol, illegal drugs, and many other things that can harm us and our loved ones. They use data and powerful imagery to manipulate our emotions — with the goal being that we'll stop using those things and improve our health. We don't complain about their tactics because we know their position is correct. Even people who are addicted to those substances know that the messages are truthful, and they choose to ignore them.

We remember things better when they are attached to our emotional experiences. Hollywood understands this and widely uses the practice to get us to buy things, or feel a certain way.

How about in the workplace, are we being manipulated and is that a bad thing? When your boss is trying to make a point, does he/she ever use a powerful story to highlight a situation or condition, or to show how someone was able to overcome a challenge? That story is to sell you on the point they want to make.

A good leader pumps every worker up to make them feel they can succeed, even if there are doubts about some. That's manipulation. They need people to think they'll be successful because that will likely keep them engaged, attached, connected — use whatever word you want — and the longer you are and the longer you feel that good things are going to happen, there's a greater chance they will. Manipulation through storytelling can be far more effective in motivating people to take action than a set of facts. Even a highly compelling set of facts.

The Forbes article went on to say there was a form of manipulation even more powerful than stories. What could that be? Vision. The leader's vision...the manipulation that, in large part, draws us and binds us to the organization.

Done right, the vision of the leader grabs us and makes us want to be a part of where he or she says we're headed. When we accept the leader's vision we are deciding to hitch our personal hopes and dreams to their wagon.

We buy in because we believe this person knows where they're going and it sounds like a good place to be, so we think we'd like to go there, too. Then, we sell our family on that vision and why it'll help us to get to our Earthly "promised land." Stone cold manipulation, and we're fine with it. We want to believe. A good leader manipulates the right way and for only legitimate reasons. And let's be clear, we all use manipulation in one form or another. How do you use it — and why?

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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