

TYPES/FORMS OF POWER

Type	Characteristics	Example
Economic	Money or assets	People buy from or stop buying from a particular shop/company
Authority	Official position to make decisions	
Coercion/Force	Fear if you do not respond	
Privilege/Connections	You know and can approach people	
Legitimacy	Recognized as a valid voice for others	
Organization/Networking	Group strength	
Institutional/Reputation	People respect or fear the institution	
Information/Knowledge	Informed, Expertise & Understanding	
Spiritual/Identity	Relationship with God	
Culture/Tradition	Belief, System & Behaviour	
Service/Compassion	Desire to help others	
Resource	Having something that someone wants	