

Who do people defer to in an organization for each Power Center?

Most sales fail because they mistake titles (VP, CEO) for Power Centers

To create power alignment, ensure each group has aligned objectives

## Control

- Who has the power to say 'yes or no'?

## Rewards

- Who controls the rewards?

## Power Centers

## Rules

- Who makes the rules to abide by?

## Punishments

- Who decides the discipline?

To create a power vacuum, create different objectives for each power center

If you seek autonomy, develop these Power Centers for yourself/your team