

The Model(s)

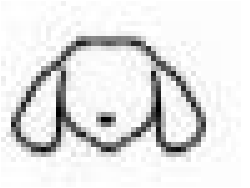


To dogs you are **family**.



To cats you are **staff**.

(All models are wrong, but some are useful.)



Dog



Cat

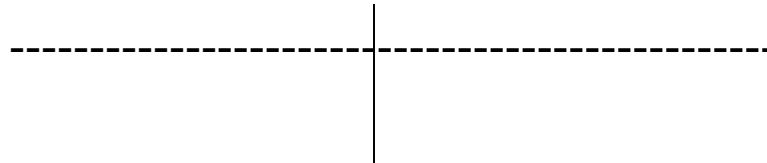


People orientated.
Charities,
Education.
Egalitarian.

Issue orientated.
Clear criteria,
Profit corporations,
Hierarchical.

Charisma

Influence
(ineffective)



Power
(passive resistance)

The power of influence

Charisma is the ability to influence through relationships