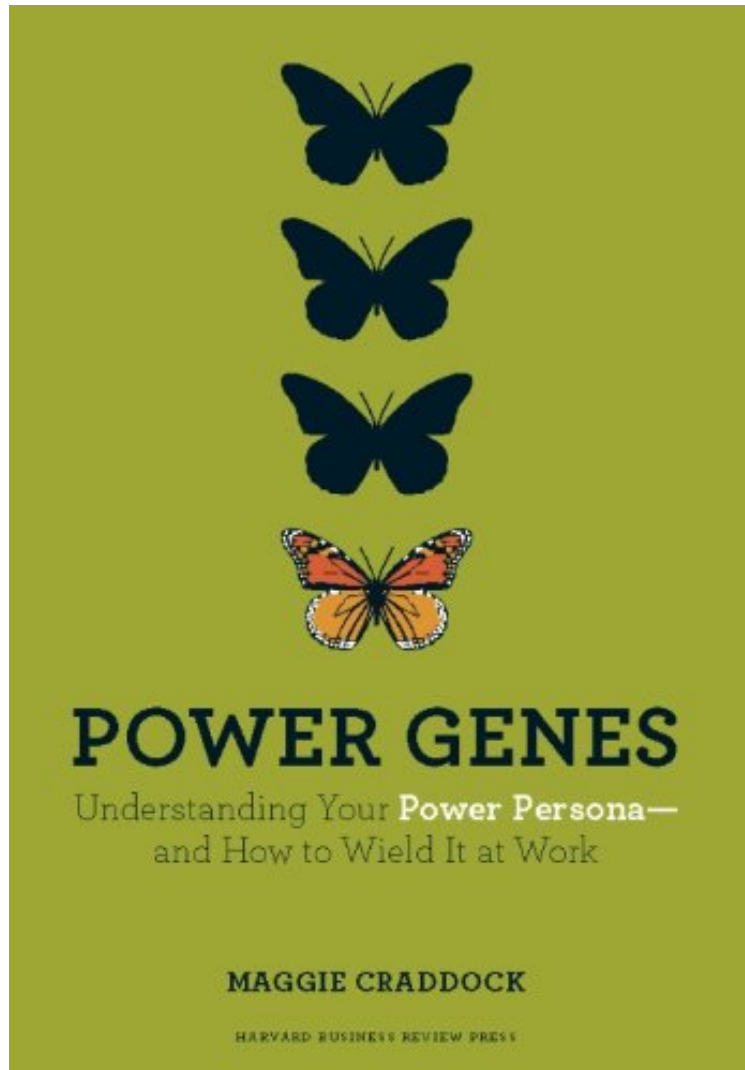


# Power Genes: Understanding Your Power Persona--and How to Wield It at Work

*Maggie Craddock*

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**Maggie Craddock : Power Genes: Understanding Your Power Persona--and How to Wield It at Work** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Power Genes: Understanding Your Power Persona--and How to Wield It at Work:

1 of 1 people found the following review helpful. How to understand and improve your reactions to powerBy John GibbsThe way we wield and respond to power is not dictated by logic; our instincts stem from how we were conditioned in the first system we experienced in life, our family system, according to Maggie Craddock in this book. A better understanding of your own automatic reactions and what causes them can help you deal more effectively with

difficult people and situations in the workplace. Although the book is entitled "Power Genes", it is really about instincts and attitudes which arise from nurture, rather than genetics. There are four identified power personality types: \* the Pleaser seeks to make others feel good about themselves, but has a need for gaining the approval of others \* the Charmer is skilled at getting his or her own way, but tends not to be a team player \* the Commander takes charge decisively, but is anxious about the possibility of losing control \* the Inspirer finds a sense of meaning through supporting a great cause, but can overlook imminent tactical dangers. I am not a major exponent of personality profiling, as I am uncomfortable with the idea that people can be neatly categorised, classified and pigeon-holed. In the case of the present book, people might find themselves aligning with elements from each of the four power personality types rather than particularly with one of the four, and the author recognises that in the way she describes how an individual might identify his or her power type. Nevertheless, the book does provide a number of useful strategies for understanding why others behave the way they do, and how we can identify and modify our own instinctive behaviours in ways which produce significantly better outcomes. This book definitely deals with the "soft" side of business leadership - interpersonal dynamics - rather than the types of things most business leaders like to focus on, such as strategy and results. Nonetheless, one of the most important factors in business success is the level of employee engagement, and that depends on emotions, perceptions, and many of the factors discussed by the author. I found the book easy to read and full of helpful information. 0 of 0 people found the following review helpful. This book is written very engaging way. While reading ...By prasaik This book is written very engaging way. While reading, you will be able to relate yourself and the people around you in all walks of life. Very practical book for improving self and the relationships with others 0 of 0 people found the following review helpful. Five Stars By Chris Good read

A New Way of Looking at Power at Work Who hasn't left the office after a particularly frustrating day wondering what they could have done to turn a negative experience into a positive one? Perhaps it was a difficult conversation with a domineering boss, or an encounter with a know-it-all peer who made you feel insecure. Would you believe the way you react to these interactions likely stems from the dynamics you experienced as a child? Could it be that your childhood persona has grown into your power persona at work? In *Power Genes*, executive coach Maggie Craddock reveals how to kick those old habits—trying too hard to please, acting out, using manipulative methods of persuasion—and tells how to use power more effectively to advance your career. Craddock identifies four power types and explains how to diagnose yours:

- The Pleaser—you make others feel good about themselves but need constant validation and approval from them
- The Charmer—you draw others in with your charm, yet trust is your Achilles heel
- The Commander—you take charge of the situation and gain admiration from others, but fear any loss of control
- The Inspirer—you are star power in action, yet your vision for the future can derail the needs of workers right now

The book outlines a process for avoiding your types' signature destructive reflexes and replacing them with new behaviors—helping you to interact productively with other people in the office. By showing you how to recognize your types' blind spots and then recondition your actions, *Power Genes* will give you the insights and action plan you need to become a more consistently powerful professional. It's time to throw out unproductive habits and take charge of your workplace relationships.