

Influence Continuum

From the BITE Model:
Behavior, Information, Thought and Emotional Control



Authentic Self
Unconditional Love
Compassion
Conscience
Creativity and Humor
Free Will / Critical Thinking

For Individuals

False (Cult) Identity
Conditional “Love”
Hate
Doctrine
Solemnity, Fear and Guilt
Dependency / Obedience

Psychologically Healthy
Knows Own Limits
Empowers Individuals
Trustworthy
Accountable

For Leaders

Narcissistic / Psychopathic
Elitist / Grandiose
Power Hungry
Secretive / Deceptive
Claims Absolute Authority

Egalitarianism
Checks and Balances
Informed Consent
Individuality / Diversity
Means Create End
Encourages Growth
Free to Leave

For Organizations
(and Relationships)

Elitism
Authoritarian Structure
Deceptive / Manipulative
Clones People
Ends Justify Means
Preserves Own Power
No Legitimate Reasons to Leave