

# 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**