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

Maggie Craddock

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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 type's 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 type's 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.

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