

Seth's Blog

...Seth Godin's riffs on marketing, respect, and the ways ideas spread.

The other kind of power move

In the common vernacular, a power move is something that gets done to you.

The person with power demands an accommodation, or switches the venue, or has an admin call you instead of calling you himself. Someone with a resource who makes you jump a little higher before he shares it...

Little diva-like gestures to reinforce who has the upper hand.

But what about moves that are based on connection, or generosity, or kindness?

Those take real power.

Posted by [Seth Godin](#) on April 24, 2016