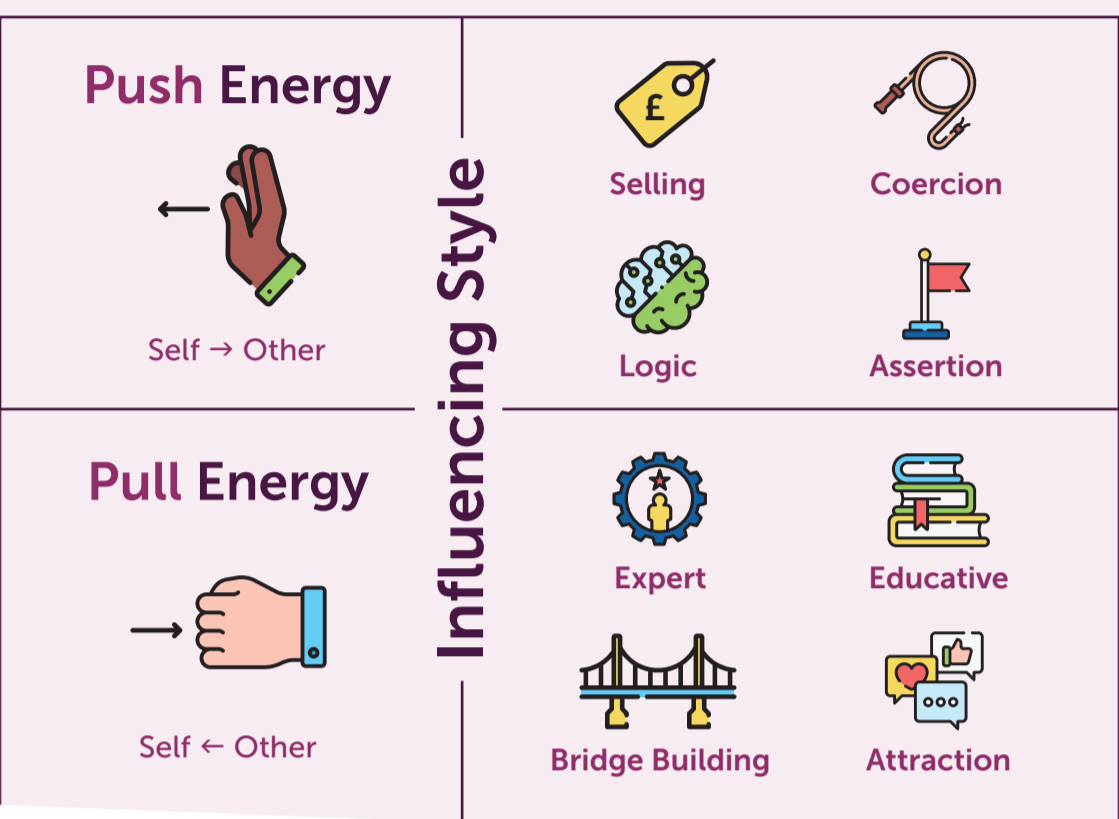


# What is the Push Pull Influencing Model?

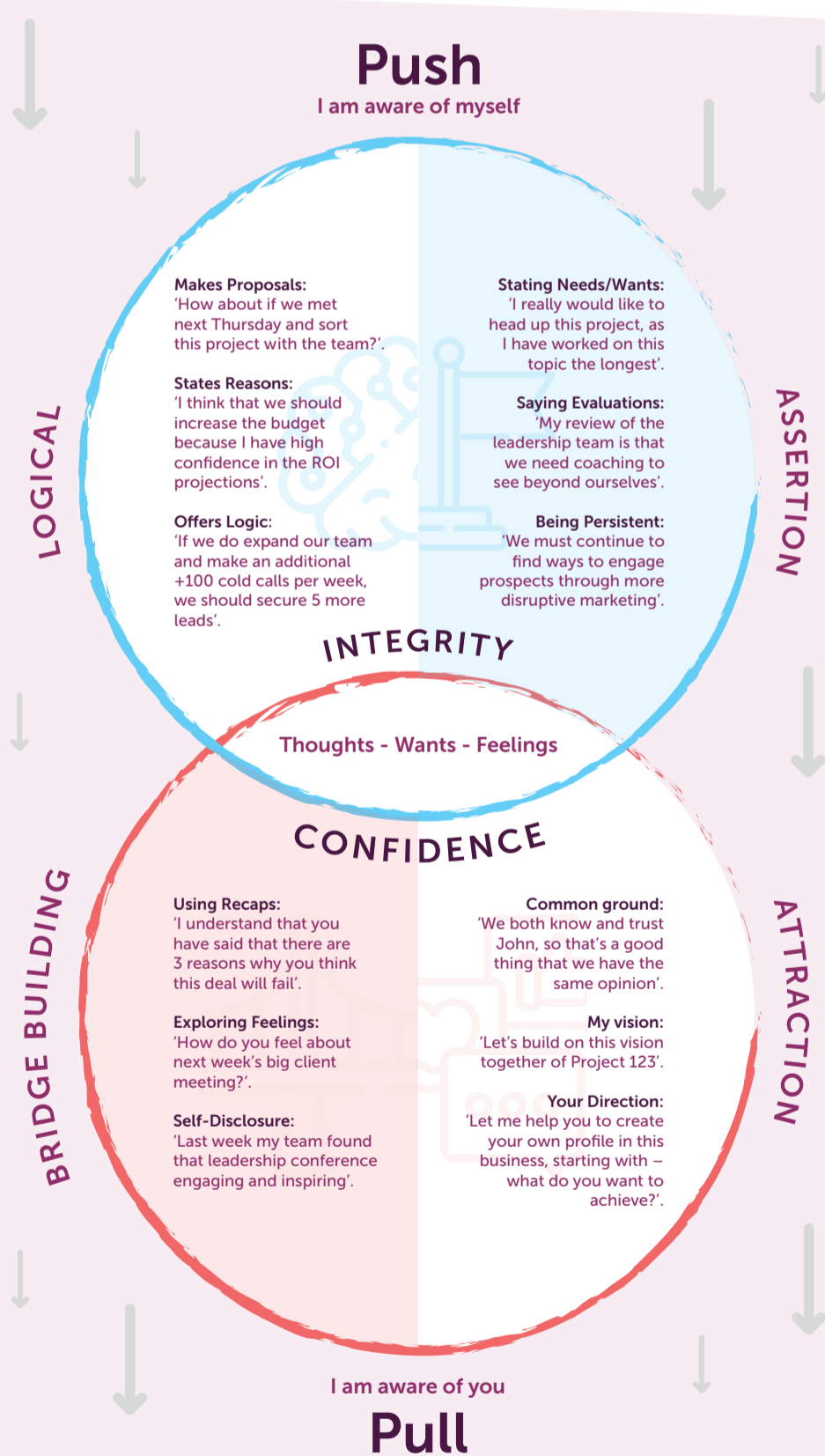


It is a way to get someone to do what you want.

Often defined as 'Moving someone from position A (where they are now) to position B (where you want them to be), or as the ability to affect others' attitudes, beliefs, and behaviours without using force or formal authority.'



## Push - Pull Awareness



## Are You a Pusher or a Puller?

Our influencing training course is a good start.

Or our other articles on influencing will help.  
Or you could identify one thing you could take from the opposite influencing style and start doing it.