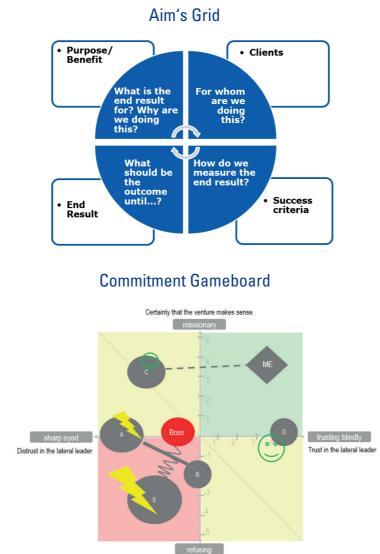
Gaining commitment as a lateral leader

Which strategy supports me in gaining commitment for my project?



Certainty that the venture is nonsense

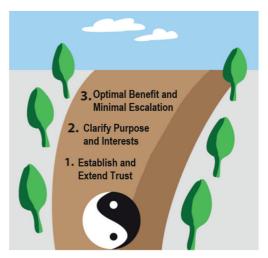


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Gaining commitment as a lateral leader

How to communicate to gain commitment for my project?

Commitment communication



Yin/Yang conversation techniques

Yin Behaviour:

- Establishing Resonance
- Partner Centred Listening
- Asking Effective Questions

Yang Behaviour:

- Telling
- Convincing
- Rewarding and Pressuring



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