

## Reviewing Cialdini's 6 laws of influence and their relevance in the delivery of Estates focussed projects

1. Scarcity – In terms of space and time, very relevant
2. Reciprocity – Promotion of good working relationship between client and Estates is fostered through this – see also the Bradford Cohen Influence Model for more detailed look
3. Authority – end users look up to Estates as experts in this area and providers of advice and specialist knowledge
4. Liking – Similarities in outputs generally favourable when both parties in same organisation
5. Social Proof – collective behaviour not so important
6. Commitment & Consistency – University sector promotes self criticism, therefore consistency often sacrificed after periods of reflection reveal better solution.