

**Coercion** is quick; you get fast results but you usually get a core of dissent.

**Acceptance** can happen soon, but you usually get limited commitment and fickle support.

**Persuasion** takes longer and lasts longer since you are changing attitudes and expecting actions based upon those attitudes.

**Consensus** and building a shared vision takes FOREVER since you have to keep reinforcing it day-in and day-out, day after day.