REVISED
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v2.0

The Playmaker Influence Decision System

The Standard Table of Influence™

This table is the centerpiece of the first complete ontology of influence – an industry-tested decision system that identifies, describes and prescribes strategies of influence.
Shown are 24 unique stratagems observed in communication, social media, marketing, sales, politics, and military information operations across industries, governments and cultures.

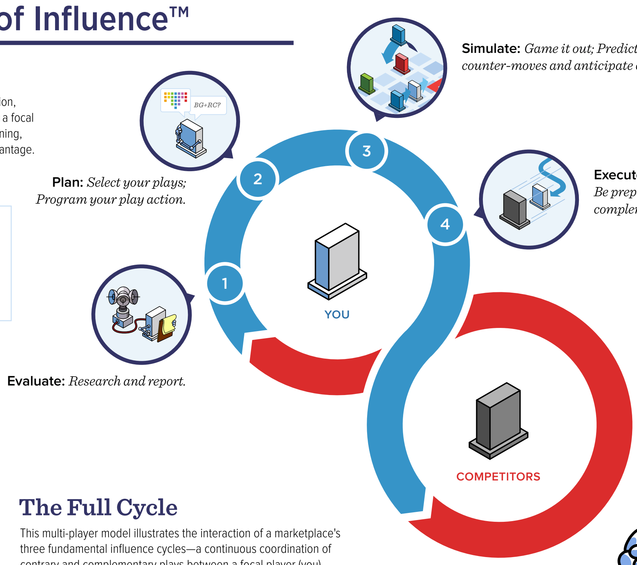
Standard Cycles of Influence™

The Basic Cycle

This two-player model illustrates the ongoing evaluation, planning, simulation, and execution of plays between a focal player (you) and a rival—a continuous cycle of positioning, re-positioning and de-positioning for competitive advantage.

Tips

1. Consult The Standard Factors of Influence™
2. Consult Playmaker Standard Guidance
3. Conduct Playmaker Wargames & Simulations
4. Consult Playmaker Standard Guidance



Simulate: *Game it out; Predict counter-moves and anticipate consequences.*

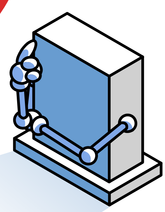
Plan: *Select your plays; Program your play action.*

Execute: *Run your plays; Be prepared to counter, complement or Pass.*

Evaluate: *Research and report.*

The Full Cycle

This multi-player model illustrates the interaction of a marketplace's three fundamental influence cycles—a continuous coordination of contrary and complementary plays between a focal player (you), rivals, allies and independents.



Standard Factors of Influence™

Listed below are factors that determine the context of plays. Like dials on a sound engineer's board, they are the research, variables, stakeholders and conditions that playmakers control—or are controlled by.

Research to Conduct

These are means and modes for monitoring and measuring the plays of your marketplace.

- Anecdotes
- Competitive Intelligence
- Opposition Research
- Business Intelligence
- Marketing Intelligence
- Rumors
- Communication Research
- Media Metrics
- Tips

Variables to Adjust

These are factors you can control to optimize and nuance your plays and their effects.

- Accuracy
- Clarity
- Frequency
- Tone
- Attribution
- Consistency
- Friction
- Transparency
- Balance
- Depth
- Humor
- Velocity
- Breadth
- Exclusivity
- Repetition
- Volume

Stakeholders to Target

These are players and media that run the plays – for you, with you, or against you.

- Community
- Distributors
- Investors
- Mass Media
- Competitors
- Employees
- Policymakers
- Social Media
- Customers
- Executives
- Managers
- Regulators

Conditions to Consider

These assets, policies and x-factors are common to your marketplace but often beyond your immediate control.

Tangibles

These are known or knowable, easily measured or counted.

- ✓ Capital Assets
- ✓ Financial Assets
- ✓ Copyrights
- ✓ Trademarks
- ✓ Patents
- ✓ Products
- ✓ Services

Policies

These influence how you make judgements, decisions and take action.

- ✓ Codes of Conduct
- ✓ Codes of Ethics
- ✓ Guidelines
- ✓ Laws
- ✓ Regulations

Intangibles

There are known but subjective, not easily measured or benchmarked.

- ✓ Brand
- ✓ Confidence
- ✓ Credibility
- ✓ Culture
- ✓ Goodwill
- ✓ Knowledge
- ✓ Loyalty
- ✓ Momentum
- ✓ Relationships
- ✓ Reputation
- ✓ Satisfaction
- ✓ Trust

X-Factors

These are things that you may anticipate but are unpredictable.

- ✓ Accident
- ✓ Bad Luck
- ✓ Death
- ✓ Deception
- ✓ Gift
- ✓ Good Luck

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