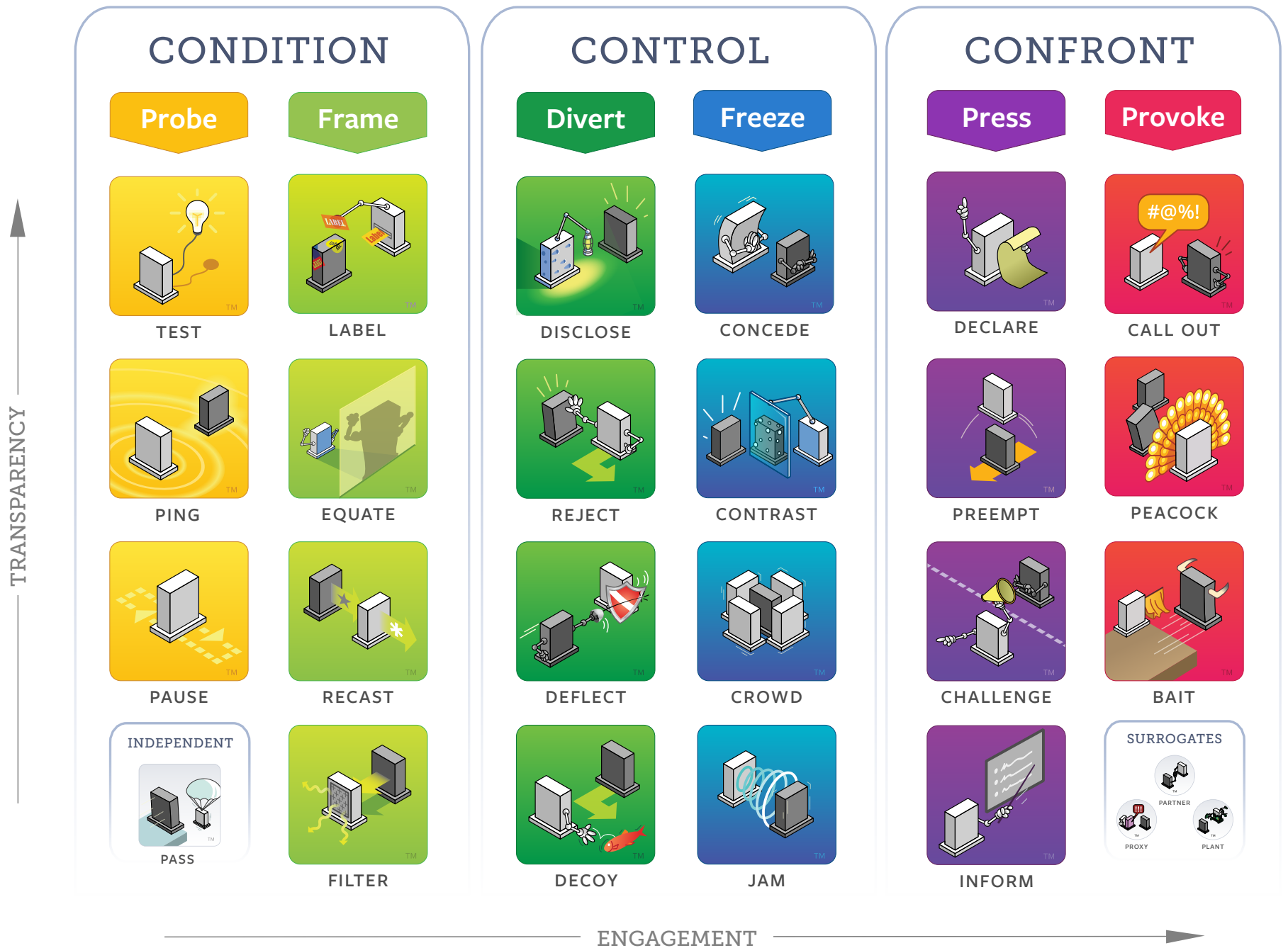


# TAXONOMY of INFLUENCE STRATEGIES™



**PATENTED. PRECISE. PROVEN.** The Taxonomy of Influence Strategies identifies, describes and classifies elemental units of advocacy and persuasion (aka, *influence* or *social plays*). Vetted by Fortune 100 companies and leading universities, this first-of-a-kind ontology features 23 stratagems and three surrogates observed in communications, defense, intelligence, marketing, media, military, politics and sales across professions, governments, regions, customers and cultures.