

TAXONOMY of INFLUENCE STRATEGIES™

TRANSPARENCY



THIS PERIODIC TABLE identifies, describes and classifies precise 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.

INFLUENCE STRATEGY *def., n.*
A social or rhetorical technique, irreducibly unique, employed by a person, organization or surrogate to improve mutual or competitive advantage through methods and means of persuasion (Syn. influence play, social play).

UNIQUE Embodies a single principle of influence (i.e., cannot be described by two or more plays or variables).

STRATEGIC Describes an approach, method, motive or plan (e.g., selective communication as found in Filter).

CAUSAL Effects outtakes and outcomes (e.g., perceptions, opinions); is not a result.

INTANGIBLE Exhibits predominantly abstract properties (i.e., no physical makeup or movements).