GLOSSARY of INFLUENCE STRATEGIES

CONDITION
Strategies that profile, prepare and position players.

PROBE
Strategies that calibrate, signal and assess.

TEST TT
The speculation on preliminary concepts or tentative plans.

FRAME
Strategies that shape players, positions and brands.

LABEL LB
Reduce to its essence

DISCOURAGE DC
Divert to redirect

DIVERT DIV
Strategies that divulge, evade and reroute.

PROBE FRAME FREEZE

FREEZE
Strategies that relax, co-opt and confound.

DISCLOSE DL
Divest to disarm

CONCEDE CC
Confess to recoup

CONFRONT
Strategies that assert authority and excite players.

PRESS
Strategies that take positions and take charge.

DECLARE DR
Stipulate to dictate

PRESS
Strategies that de-position players and elicit reactions.

PROVOKE
Strategies that de-position players and elicit reactions.

INDEPENDENT
Pass PS
Retreat to regroup

RISK-REWARD
Low to high (L/H)

CONTRARY
Contrary to play

FIT
Plays that are suited to players, defy conventional wisdom

TRANSPARENT FRICTION LURE

LOW TO HIGH

PLANT PNT
A plant

A surrogate whose methods and motives are unattributed or unknown.

PARTNER PAR
A coequal

A surrogate who operates as a peer in pursuit of a common agenda.

PROXY PXY
A hired hand

A surrogate who advocates for another player, typically for consideration.

SURROGATES
Third parties who run plays with or on behalf of others (see below).

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