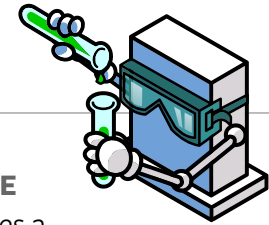


# TAXONOMY of INFLUENCE STRATEGIES™



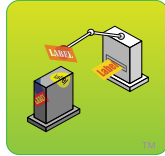
## CONDITION

### PROBE



TEST

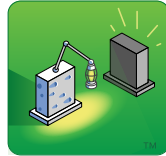
### FRAME



LABEL

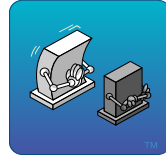
## CONTROL

### DIVERT



DISCLOSE

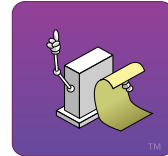
### FREEZE



CONCEDE

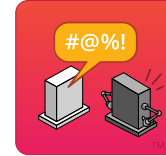
## CONFRONT

### PRESS

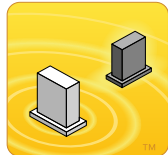


DECLARE

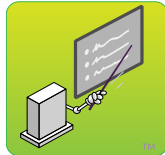
### PROVOKE



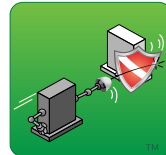
CALL OUT



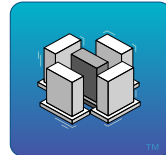
PING



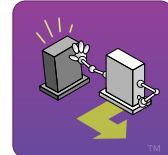
INFORM



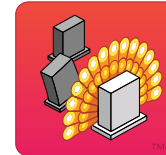
DEFLECT



CROWD



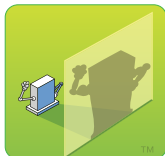
REJECT



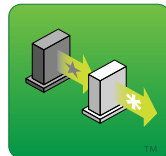
PEACOCK



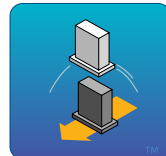
PAUSE



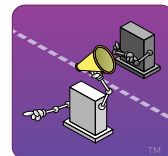
INVOKE



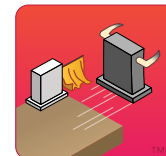
RECAST



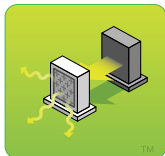
PREEMPT



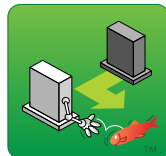
CHALLENGE



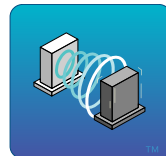
BAIT



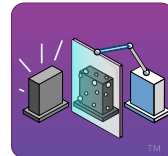
FILTER



DECOY



JAM



CONTRAST

## INDEPENDENT



PASS

**THIS PERIODIC TABLE** identifies, describes and classifies precise units of advocacy and persuasion.

**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).