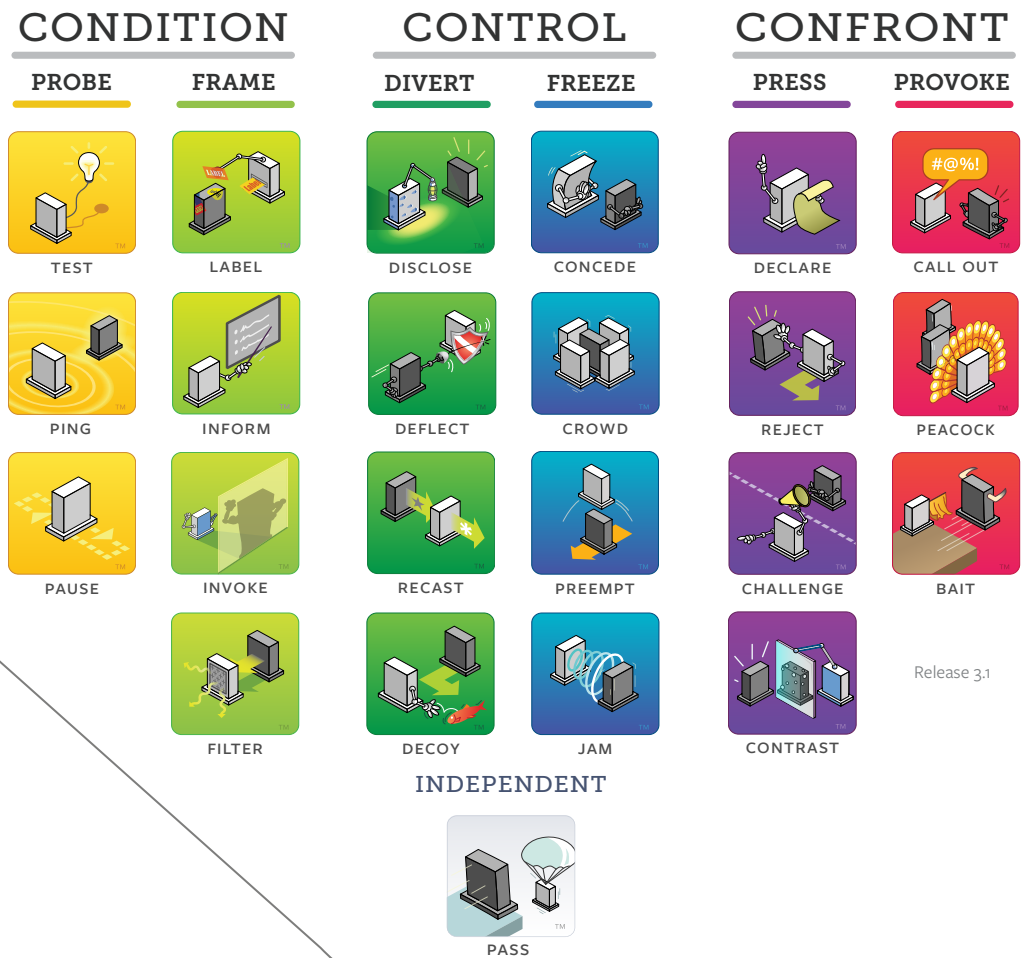


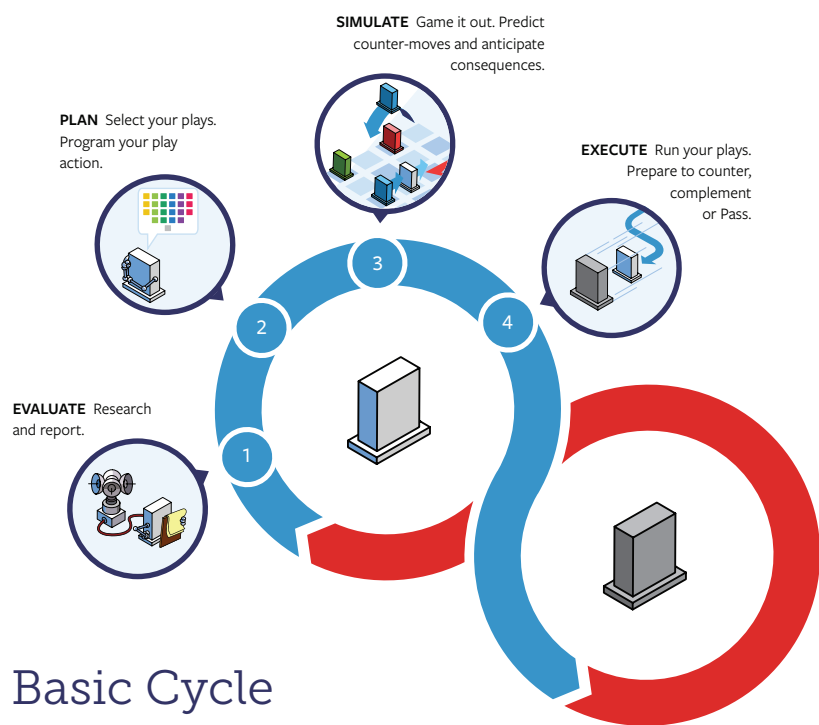
TAXONOMY OF INFLUENCE STRATEGIES

This periodic table identifies, describes and classifies precise units of advocacy and persuasion (aka, *influence* or *social plays*).

Developed with Fortune 100 companies and leading universities, this first-of-a-kind ontology features 23 strategies observed in communications, defense, intelligence, marketing, media, military, politics and sales across professions, governments, regions, customers and cultures.



CYCLES OF INFLUENCE



Basic Cycle

This two-player model illustrates the ongoing evaluation, planning, simulation and execution of influence plays between you (the focal player) and others in your marketplace—a continuous cycle of positioning, repositioning and de-positioning.

Full Cycle

This multiplayer model, a super-set of the basic cycle (left), diagrams the repeating exchange of influence plays between you, your customers, constituents and collaborators for mutual and competitive advantage.



FACTORS OF INFLUENCE

These and other factors set the context for the plays you run and their success or failure in any market. They are the variables and conditions that you control—or that control you.

Variables to Adjust These are factors you control to optimize and nuance a play and its effects.

ACCURACY	ATTRIBUTION	BALANCE	BREADTH	CLARITY	CONSISTENCY	DEPTH	DISSONANCE
DURATION	EXCLUSIVITY	FREQUENCY	HUMOR	PROXIMITY	RESONANCE	SEQUENCE	TONE
TRANSPARENCY	VELOCITY	VOLUME					

Conditions to Consider These assets, policies and x-factors are common to your market but often beyond your control.

<p>INTANGIBLES Known but subjective, not easily measured or benchmarked</p> <p>BRAND CONFIDENCE CREDIBILITY CULTURE GOODWILL</p> <p>KNOWLEDGE LOYALTY MOMENTUM POWER RELATIONSHIPS</p> <p>REPUTATION SATISFACTION SECRETS SELF-INTEREST TRUST</p>	<p>POLICIES Influences your judgements, decisions and actions</p> <p>CODES OF CONDUCT ETHICAL CODES GUIDELINES</p> <p>LAWS REGULATIONS</p>
<p>TANGIBLES Known or knowable, easily measured or quantified</p> <p>CAPITAL ASSETS COPYRIGHTS FINANCIAL ASSETS PATENTS & IP</p> <p>PRODUCTS SERVICES TRADEMARKS</p>	<p>X-FACTORS Things you anticipate but are unpredictable</p> <p>ACCIDENT BAD LUCK DEATH DECEPTION</p> <p>GIFT GOOD LUCK</p>