

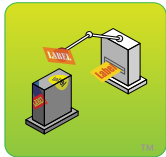
## CONDITION

### PROBE

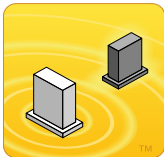


TEST

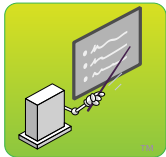
### FRAME



LABEL



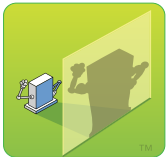
PING



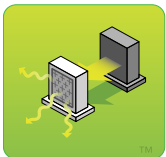
INFORM



PAUSE



INVOKE



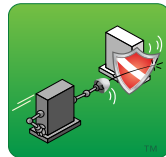
FILTER

## CONTROL

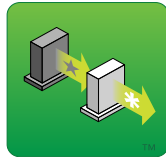
### DIVERT



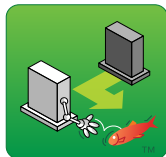
DISCLOSE



DEFLECT

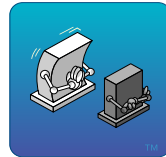


RECAST

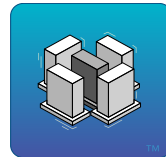


DECOY

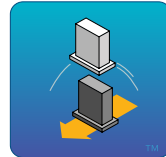
### FREEZE



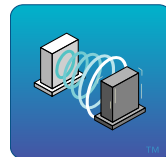
CONCEDE



CROWD



PREEMPT



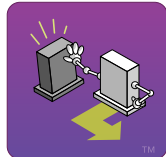
JAM

## CONFRONT

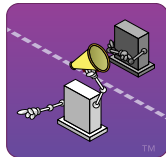
### PRESS



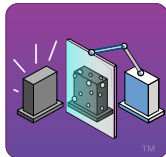
DECLARE



REJECT

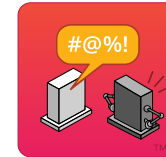


CHALLENGE

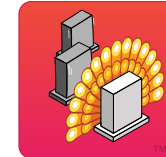


CONTRAST

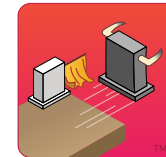
### PROVOKE



CALL OUT



PEACOCK



BAIT

## INDEPENDENT

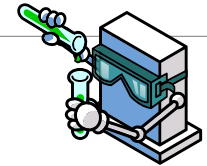


PASS

**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).

## FOUR TESTS



**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).