

# 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.

**INTANGIBLES** Known but subjective, not easily measured or benchmarked

BRAND	CONFIDENCE	CREDIBILITY	CULTURE	GOODWILL
KNOWLEDGE	LOYALTY	MOMENTUM	POWER	RELATIONSHIPS
REPUTATION	SATISFACTION	SELF-INTEREST	TRADE SECRETS	TRUST

**POLICIES** Influences your judgements, decisions and actions

CODES OF CONDUCT	ETHICAL CODES	GUIDELINES
LAWS	REGULATIONS	

**TANGIBLES** Known or knowable, easily measured or quantified

CAPITAL ASSETS	COPYRIGHTS	FINANCIAL ASSETS	PATENTS & IP
PRODUCTS	SERVICES	TRADEMARKS	

**X-FACTORS** Things you anticipate but are unpredictable

ACCIDENT	BAD LUCK	DEATH	DECEPTION
GIFT	GOOD LUCK		