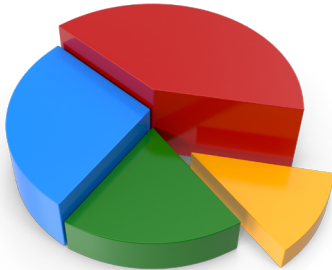


OUR OFFICE INFLUENCE RESEARCH



The research behind this assessment is based on the identification, categorization and rating of seventy-four attributes shown to enhance or detract from your ability to influence others in the workplace. This analysis contains statistical, anecdotal, and experiential analysis. This research is ongoing.

STATISTICAL ANALYSIS

With the influence attributes defined and categorized, a survey was created in cooperation with the University of Northern Colorado.

This survey was then completed by hundreds of business professionals, asking them to rate each attribute's importance when being influenced by others.

ANECDOTAL ANALYSIS

Having worked in a corporate environment as an individual contributor, manager and senior executive, for almost thirty years, I observed the use of many different influence techniques, some subtle, some very obvious and directed. I was the recipient of influence-based techniques, by peers, managers, vendors, salespeople and others who were trying to influence me. They are also based on my personal attributes and ability, with varying levels of success, when used to attempt to influence others.

This personal experience, combined with the over a decade of studying, teaching, speaking and writing, brought forward many concepts, tips, tricks and techniques that I wish I had known earlier in my career.



EXPERIENTIAL ANALYSIS

Having worked in a corporate environment as an individual contributor, manager and senior executive, for almost thirty years, I observed the use of many different influence techniques, some subtle, some very obvious and directed. I was the recipient of influence-based techniques, by peers, managers, vendors, salespeople and others who were trying to influence me. They are also based on my personal attributes and ability, with varying levels of success, attempting to influence others.

This personal experience, combined with the over a decade of studying, teaching, speaking and writing, brought forward many concepts, tips, tricks and techniques that I wish I had known earlier in my career.

Contact us if you would like additional information on our research process and findings!