



# LEVERAGE IMPACT

*“The ISI provides a language through which you can describe the influence styles people naturally use. I have used it independently in standalone programs on influencing as well as in longer leadership programs in conjunction with other profiling instruments. It allows people to understand themselves much better, helping them to flex their styles and enhance their leadership effectiveness.”*

**Influence Style Indicator®** is an assessment instrument designed to understand an individual’s preferred style as they influence others. Two primary orientations are defined: Advocating and Uniting. Five dominant styles are considered: Rationalizing, Asserting, Negotiating, Inspiring and Bridging.

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## The Assessment Tool

The self-rating assessment tool uses 40 items to establish a raw score on five influence styles. Scores for each influence style fall on a scale from 1 - 16. The instrument addresses one's dominant, preferred, secondary and underutilized styles. The online assessment provides individuals with a personalized feedback report booklet based on their unique influencing preferences. This personalized report addresses individual strengths and challenges, explains how to address underutilized styles and provides tips for using influencing effectively.

## The Two Orientations

### With Advocating

- ▶ Individuals put forward ideas and offer logical, rational reasons to convince others of their point of view
- ▶ Individuals insist that their ideas are heard and considered even when others disagree

### With Uniting

- ▶ Individuals advocate for their position by encouraging others with a sense of shared mission and exciting possibilities
- ▶ Individuals attempt to influence outcomes by connecting with others through listening, understanding and building coalitions

## The Five Styles

- ▶ **Rationalizing** - Using logic and reasoning to present your ideas
- ▶ **Asserting** - Stating preferences clearly and applying pressure
- ▶ **Negotiating** - Compromising and making concessions to find common ground
- ▶ **Inspiring** - Influencing others through shared purposes and broader possibilities
- ▶ **Bridging** - Engaging and connecting with others

## Materials

### Online Version

- ▶ Assessment poses 40 items for determining influencing styles
- ▶ Can be administered prior to classroom setting
- ▶ Takes 10 to 15 minutes to complete
- ▶ Report includes customized circular graph representing an individual's most dominant influencing styles
- ▶ Report depicts a strength of preference chart as well as tips for how to best use and develop all influencing styles

### Hard Copy Version

- ▶ Can be administered and self-scored in the classroom
- ▶ Includes a tri-color marker
- ▶ Allows for last minute program attendees and quick turnaround time
- ▶ Includes interpretive tips with insights on ways to develop underutilized influencing styles

### Certification Provides:

- ▶ Downloadable Facilitator Guide
- ▶ Downloadable Powerpoints
- ▶ Online Webinar and Assessment Center Tutorial
- ▶ Master Trainer Conferencing
- ▶ Access to DLI's Online Assessment Center

### Influence Style Indicators® works well with:

The Acquisition®  
OurTown®