

# Discover YOUR Ultimate Influence™ Quotient

Perhaps it has become self-evident; you can have all the talent in the world and be absolutely excellent at what you do...yet, without a powerful set of “people skills” to go along with it, your success will be limited.

With that in mind, here is a helpful self-knowledge tool. The Ultimate Influence™ Assessment will guide you to an understanding of your current level of influence. You'll also see where there is some room for improvement.

This will differ a bit from some of the self-assessments you might have previously taken (many of them absolutely *terrific* and which I highly-recommend!). It is based on just one very specific skillset and is designed to tap your personal experiences so that you can see—in the present—exactly where you stand.

While it is self-scoring, it's not even necessary for you to do so. You'll know *after every single question* whether that particular skill is a strength to take pleasure in and simply solidify or an area in which to consider improving.

My goal was to make this very real and immediately relevant for you. It will also serve as an excellent way for you to set goals and benchmark your progress as you continue to study this topic.

So, grab a cup of hot coffee or tea and get ready to discover where you are on your journey to Ultimate Influence. Most of all...have fun!

Best regards,



Take Bob Burg's Ultimate  
Influence Assessment

**Simply read the questions below and choose the statement that you feel best describes your current level of effectiveness.**

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## Influence in General

1. If we define *Influence* as “the ability to move a person(s) to a desired action, usually within the context of a specific goal” how would you rate yourself in this regard?
- A. I cannot recall a time when I did this effectively.
  - B. I can recall a couple of examples when I did this effectively.
  - C. I can recall many times I’ve done this effectively.
  - D. I consistently do this with excellence.
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## Control Your Emotions

2. When faced with a difficult person or upsetting situation, the ability to control your emotions in order to be able to be part of the solution (rather than part of the problem) is very important. With that in mind, how would you rate yourself in this regard?
- A. I cannot recall a time when I did this effectively.
  - B. I can recall a couple of examples when I did this effectively.
  - C. I can recall many times I’ve done this effectively.
  - D. I consistently do this with excellence.
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## Other-Focused

3. A key ingredient to influencing or persuading someone to take an action you’d like them to take is to be able to focus—not on your own reasons, but—on *their* reasons for doing so.

In other words, consciously asking yourself questions such as, “How does what I want this person to do align with *his* goals and needs?” and “How does what I want this person to do align with *her* values and desires?” Understanding the importance of this process, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Manipulate or Persuade?

4. For some people, in order to “get their way” they feel the need to resort to cajoling or manipulating others. This is very “me-focused” and does not consider the good of the other party. It also necessitates trickery, compulsion or guilt. All-in-all, it is (technical term here)... “yucky!”

The most powerful influencers, however, utilize persuasion, which is focused on empowering the other person, as well; making sure the other person also benefits! Not only is this a better way ethically; it’s also much more powerful and effective in terms of obtaining the results you want. Knowing how vital this particular mindset is, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Correct with Encouragement

5. Great leaders/influencers—even when they must correct, critique, or otherwise teach—have a way of doing so that makes the person feel worthy, encouraged, valued, and genuinely good about themselves. Because of this, people feel empowered and become committed to raising their own standards. Understanding how key this is, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Get That Raise

6. You want a raise (or to raise your fees with current clients). You realize they will not agree to this increase simply because you need or want the additional money. They will do so only because you are able to persuasively communicate how the value you provide to them exceeds the additional money they’ll be paying. With that in mind, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Different People - Different Worlds

7. As human beings, we all see the world from our own unique perspective or viewpoint; what I call our “*Belief System*.” This is a combination of upbringing, environment, schooling, news media, popular entertainment, books we read and the people with whom we associate.

When in conflict with another, being consciously aware of the inherent differences in our “basic operating systems” is a hugely important element toward eliciting mutual understanding and a win/win result. With the knowledge of how important working with this understanding truly is, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
- D. I consistently do this with excellence.

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## Acknowledge Their Ego

8. The *Ego* (literally, the “I” or the self) tends to run the thoughts, feelings, words and actions of most people. It’s safe to say that, in any conflict of ideas with another person, the chances are excellent that “their ego will come into play.” (Ours, too, but we already know that.) If you bruise their ego, then all the logic in the world won’t matter. They’ll resist.

If, however, you can make them feel genuinely good about themselves, then you have greatly increased your chances of successfully influencing them toward the mutually beneficial outcome you want. With this understanding, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Set The Right Frame

9. A *Frame* can be defined as, “the foundation, the premise or context from which everything else occurs.” Set a frame of friendship, cooperation, benevolence, and win/win and you are 80 percent of the way toward eliciting the results you want. Actually, in any interpersonal transaction, a frame will be set. The only questions are, “Who will set the frame?” and “Will it be a productive one?”

Knowing just how vital it is to be the one to set the frame and a positive one at that, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Effective Selling

10. When presenting to a prospective customer or client in order to sell your products or services, you know that, when they buy, it won’t be because you have a quota to meet, or even because you truly believe your product or service is the best in the marketplace.

No, if they buy from you, it will be only because you’ve asked the right questions, you listened in order to understand, and you were able to connect the benefits of your product or service with their needs, wants and desires. Knowing the immense value of being able to do this, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Master Your Anger

11. Anger, whether conversing with a difficult person, trying to get along with an angry friend, associate or family member, or even having to deal with an unhelpful customer service representative, can be a significant inhibitor of influence and success. It creates resistance and a lack of respect both from those people directly and from those who witness your outburst.

On the other hand, the person who can remain calm and unfazed despite provocation earns the respect of everyone and his or her level of (and ability to) influence rises dramatically. In light of this knowledge, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
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## Know How to Say "No"

12. In today's day of hurriedness, over-stimulation, and increasing demands, our time is being taxed more than ever. Not only that, we're often asked to do things that we simply don't want to do. The request might be something very reasonable, such as serving on a committee, volunteering to take on an extra assignment at work, or attending an event. However, doing so might make us less productive and take time away from those things we hold to be of higher value. Or, you might not want to do it simply because you just don't want to.

The challenge is that saying "no" can be difficult because as human beings we want to please others and to feel we are contributing. However, the ability to be able to say no—and the ability to do so in a way that is kind and tactful while honoring your own boundaries—has become a more important skill than ever before. The person who can do that will live with a new sense of freedom as well as respect from those around them. Understanding the great importance of this, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
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## Avoid Misunderstandings

13. Misunderstandings often occur because two people believe they are talking about the same thing when, in fact, both people are (unconsciously) defining that same concept in two completely different ways. But, because we assume that others see the world basically the same way we do, we never give it a second thought.

Example: To one person, “as soon as possible” means “right now; immediately, everything else is put on hold until completed.” To the other person it means, “once the current project is finished we’ll begin on this new one.” Same term, two different meanings, two different sets of expectations. And, possible bad feelings.

In order to avoid miscommunication and the resulting misunderstandings it’s very important to be sure that each side truly understands the other. And, it’s up to *you* to ensure that happens. With that being so important, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
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## Communicate with Tact and Empathy

14. The ability to consistently communicate with genuine and authentic *Tact* (“the language of strength”) and *Empathy* (“communicating an understanding of the other’s feelings”) is the difference between the person who achieves a modicum of success and the person who absolutely has the world eating out of his or her hand.

The tactful and empathetic individual attracts people, helps them to feel genuinely good about themselves, and easily elicits their buy-in and commitment to ideas. The tactful and empathetic person has a mastery of people skills that makes their lives a lot more fun, a lot less stressful, and a lot more profitable. With this in mind, how would you rate yourself in this regard?

- A. I cannot recall a time when I did this effectively.
- B. I can recall a couple of examples when I did this effectively.
- C. I can recall many times I’ve done this effectively.
- D. I consistently do this with excellence.

# What is Your Ultimate Influence Quotient?

For every A, give yourself 1 point. Total number of A's \_\_\_\_\_ x 1 = \_\_\_\_\_

For every B, give yourself 2 points. Total number of B's \_\_\_\_\_ x 2 = \_\_\_\_\_

For every C, give yourself 3 points. Total number of C's \_\_\_\_\_ x 3 = \_\_\_\_\_

For every D, give yourself 4 points. Total number of D's \_\_\_\_\_ x 4 = \_\_\_\_\_

**Total up your score to determine your Ultimate Influence Quotient:** \_\_\_\_\_

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## Beginning Influencer

(If you scored between 14 and 20)

The chances are good that you need to really begin working at developing the people skills that will help you to become a lot more effective, productive and happier. Please know that it is simply a matter of having both the desire to do so and a system that will help you. You CAN do it!

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## Aspiring Influencer

(If you scored between 21 and 40)

While your grasp of people skills are not where you want them to be and there is room for improvement, you are already on your way. Yes, you must have the desire to improve along with a proven system and methodology, but with a little bit of help, you'll be well on your way.

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## Effective Influencer

(If you scored between 41 and 50)

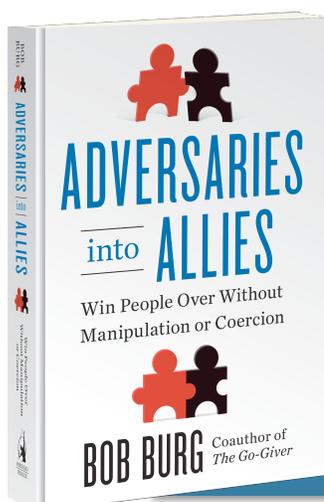
You're doing great. Yes, there's room for improvement and to the degree that you do improve you'll most likely see results more dramatic than the effort you need to put into it. So, go ahead and do so, if you'd like, and you'll enjoy the extra difference it'll make in both your personal and professional effectiveness.

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## Ultimate Influencer

(If you scored between 51 and 56)

You are already a master at people skills and most likely have a huge amount of influence with others. That is so cool! Of course, like most people who've mastered a skill or concept, you might be interested in some additional tips that will provide you with even more helpful insights.



Whatever your current score, you might want to check out my book, *Adversaries into Allies: Win People Over Without Manipulation or Coercion*. In the book I share my Five Key Principles of Ultimate Influence. Combining solid how-to strategies with brief and entertaining stories, you'll be delighted by how quickly you master these life and business enhancing skills.

If you would you like to read Chapter One before deciding, feel free to visit [AdversariesintoAllies.com](http://AdversariesintoAllies.com). You can also subscribe to my *Influence & Success Insights* emails by visiting [Burg.com](http://Burg.com).

If you found value in this assessment, please feel free to pass it along to anyone you feel would benefit as well.