

## Outfluence, The Better Way to Influence

### Quiz Questions

1. Outfluence is a communications concept. True/False
2. Why is Outfluence unique?
3. What percentage of communication is conducted in silence:
  - A. 100%
  - B. 35%
  - C. 70%
4. How do you influence if you don't have prestige, wealth, extraordinary ability or a powerful position?
  - A. Through force
  - B. Friendly persuasion
  - C. Social influence
5. Is Outfluence delivered silently? Yes/no
6. Fill in the blank: silent action focused on \_\_\_\_\_ is the key component to Outfluence.
7. Create a quiet storm of Outfluence by generating:
  - A. Personal activity
  - B. Wealth
  - C. Noise
8. The inspiration for the "G Effect" is?
9. Drucker defines marketing as the creation of a customer. True/false.
10. *Does he/she have a weapon?* is one of five assets required of:
  - A. Law enforcement authorities
  - B. College basketball prospects
  - C. Educators
11. A disciplined attitude will benefit you in:
  - A. Many ways
  - B. A stressful environment
  - C. Family gatherings
12. The artist Steve Martin is successful because he is so good, which makes him:
  - A. Impossible to ignore
  - B. Command high fees
  - C. A nice guy
13. Outfluence is controlled by expensive marketing initiatives. True/false
14. Have a purpose, personalize it, keep it focused, proofread it are rules for what?
  - A. Selecting reading material
  - B. Preparing transcripts
  - C. Writing
15. The primary senses are used by us to interact with the world. True/false
16. Another term for the kinesthetic sense is:

- A. A gut feeling
  - B. The domino effect
  - C. Guesswork
17. The characteristics of a timid person include limited communication and indecision. True/false
18. Silent messages affect people because they evoke emotion. True/false
19. Three components of an inspired performance are desire, compassion and courage. What is the fourth component?
20. Motivation is what makes you get up in the morning. Motivation is about you and your desire. Inspiration is about "the other guy," and it makes us do something. What does it make us do?
21. The first step in inspiring your performance is to learn from:
- A. Oprah
  - B. A mentor
  - C. Your mistakes
22. Outfluence is working when you notice a change in attitude of the person whom you are outfluencing. True/false
23. The Selection of uplifting reading, listening, and viewing material enables:
- A. Positive thoughts
  - B. Better decisions
  - C. Happier life
24. The world is changed person by person, neighborhood by neighborhood, community by community. How?
- A. By aggressive policing
  - B. By leaving a positive trail for people to follow
  - C. Through the political process
25. Old ideas are new again because:
- A. President George Herbert Walker Bush said so
  - B. Someone new got the idea
  - C. They are timeless