

DEXTEGO INFLUENCE EBOOK



Why Influence is the #1 Skill

Sales teams have historically tracked activity metrics—calls made, emails sent, meetings booked. But these metrics don't measure what actually moves deals forward: the ability to influence buyer decisions through trust, adaptability, and persuasive communication. And yet, influence remains undervalued, undercoached, and misunderstood.

At Dextego, we believe that influence is a measurable competency. Sellers who master influence drive higher win rates, shorter sales cycles, and faster ramp times. Yet most organizations have no way to quantify or systematically coach these skills.

This gap is costing companies dearly:

- Deals stall because sellers can't build urgency or align stakeholders.
- Projects fail due to leaders who can't rally cross-functional support.
- Teams underperform when managers lack the ability to coach and inspire growth.

Influence is often dismissed as a "soft skill." But in 2025 and beyond, it's the hardest currency for career growth, leadership success, and business impact.

The workplace is evolving faster than ever:

- Remote and hybrid teams require leaders to influence without authority or proximity.
- Buyers are more informed, skeptical, and risk-averse, making trust and adaptability

essential for closing deals.

- AI and automation are handling repetitive tasks—leaving humans to succeed based on uniquely human skills like persuasion, empathy, and strategic communication.



Why Influence Matters More Than Ever

The #1 factor in employee engagement is the relationship they have with their direct manager. And yet, in the aftermath of COVID, market volatility, and mass layoffs, a new problem has emerged: **People are staying, but they're disengaged.**

They're afraid to leave, unsure of the market, and quietly checking out. This isn't just a retention risk—it's a performance collapse in slow motion.

HR and People teams now carry the burden of rebuilding trust, morale, and motivation. But you can't mandate engagement. You have to lead people into it. That requires one thing above all: **Influence.** Not manipulation. Not cheerleading.

True influence built on credibility, communication, empathy, and strategic alignment. That's what we help you develop with Dextego. Because in 2025, the most valuable skill won't be coding, selling, or even managing. It will be your ability to move people.

Influence isn't a "soft skill." It's a hard driver of revenue and now, it's measurable.
—Ioanna Mantzouridou Onasi, Co-founder & CEO, Dextego





Influence Intelligence

The strategic ability to shape perceptions, guide decisions, and inspire actions by building credibility and trust, communicating persuasively, leveraging social and organizational intelligence, skillfully navigating dynamics, and employing effective tactics with a strong personal presence.

Dextego Influence Intelligence™

The science of earning trust, shaping decisions, and driving collective action.

How is Influence Measured?



Core Dimension	Theme	Sub-Competency	Description	Foundational	Proficient	Strategic
Credibility & Trust	Earn the Right to Influence	Professional Credibility	Demonstrates integrity, expertise, and consistency that earns others’	Demonstrates technical competence and earns trust within team.	Earns cross-functional respect and is consulted on key topics.	Recognized as an enterprise thought partner; sets direction
		Reliability & Accountability	Owens responsibilities and fosters a culture of accountability.	Delivers work reliably and takes responsibility for results.	Holds others accountable and models ownership behavior.	Drives organizational accountability and upholds ethical
Persuasive Communication	Say It So It Sticks	Framing & Storytelling	Uses narratives and framing techniques to communicate and	Explains ideas clearly in familiar settings.	Adapts stories to build buy-in across groups.	Shapes enterprise narratives; inspires across the organization.
		Clarity & Conciseness	Conveys complex ideas clearly and succinctly across audiences.	Communicates without unnecessary detail; keeps messaging focused.	Synthesizes complex issues into accessible messages.	Delivers concise, high-impact messaging in complex and visible
Social Intelligence	Read the Room	Empathy & Perspective-Taking	Understands and adapts to the emotions, needs, and perspectives	Listens actively and responds with sensitivity.	Adapts communication based on emotional and social cues.	Navigates emotional complexity with diplomacy and strategic
		Organizational Awareness	Reads formal and informal organizational dynamics to navigate	Understands team roles and reporting lines.	Understands decision-making networks and influence	Anticipates shifts in organizational currents; acts systemically.
Relationship Capital	Build Your Base	Trust-Based Relationships	Builds and sustains trust-based relationships across levels and	Builds rapport with direct colleagues.	Develops cross-functional, high-trust partnerships.	Maintains trust across executive, board, and external networks.
		Stakeholder Alignment	Engages and aligns diverse stakeholders around shared	Identifies basic stakeholder groups.	Builds coalitions and aligns peers around priorities.	Aligns broad ecosystems toward enterprise vision.
Political & Strategic Savvy	Move the Pieces That Matter	Contextual Navigation	Adapts approach to the political and situational context within the	Seeks help navigating unclear dynamics.	Modifies strategies to suit context and organizational	Orchestrates change by navigating complexity and ambiguity.
		Influence Mapping	Identifies key influencers and designs targeted engagement	Understands who influences decisions on the team.	Engages influencers early in decision processes.	Designs influence architectures to support strategic change.
Tactical Influence	Move Minds, Not Just Metrics	Influence Tactic Agility	Selects and adapts influence tactics to different people and situations.	Uses basic persuasion techniques (e.g., logic, request).	Chooses tactics appropriate to context and audience.	Mentors others on effective and ethical influence strategies.
		Negotiation & Compromise	Navigates differences to reach mutually beneficial outcomes.	Engages in informal negotiation (e.g., task priorities).	Secures cooperation through principled negotiation.	Leads complex negotiations with enterprise-wide implications.
Presence & Impact	Be Felt and Heard	Executive Presence	Projects confidence, clarity, and composure in high-stakes settings.	Maintains composure in familiar team settings.	Communicates confidently in larger forums or with senior	Represents the organization with presence and authority at the
		Charisma & Inspiration	Inspires and energizes others through authenticity, passion, and	Brings positive energy and enthusiasm to peers.	Mobilizes teams by connecting goals to a meaningful purpose.	Serves as a cultural force; moves people toward bold, shared
Transformational Influence	Guide Growth, Not Just Action	Change Readiness & Mobilization	Prepares and motivates others to adapt, evolve, and engage with	Helps peers understand and cope with change.	Leads teams through transitions with empathy and	Champions and orchestrates culture-shaping change across the
		Developmental Coaching & Growth Influence	Uses coaching and feedback to unlock growth, potential, and self-	Offers feedback and encouragement in peer settings.	Coaches others based on strengths, blockers, and goals.	Builds a development culture and scales it through systems, tech,



Behavioral Anchors

Each sub-competency is defined by observable behaviors.

For example:

Foundational “Framing & Storytelling” → Can explain ideas clearly in familiar settings.

Proficient → Adapts stories to build buy-in across teams.

Strategic → Shapes enterprise narratives that inspire org-wide action.

AI-Powered Conversation Analysis

Using Dextego’s AI coaching engine, we analyze roleplays and real conversations for:

- Word choice, tone, and emotional resonance.
- Adaptability, Coachability and Influence.



Scenario-Based Practice

End-users face realistic simulations:

- Negotiating next steps with a skeptical CFO.
- Handling objections across different buyer personas.
- Framing ROI to multiple stakeholders with conflicting priorities.
- A manager providing negative feedback.
- Dealing with a conflict etc.

Proficiency Scoring & Progression

Dextego maps performance to Foundational → Proficient → Strategic levels.

Leaders track influence growth across time, linking skill gains to KPIs:

- Ramp time reduction.
- Higher win rates.
- Shorter deal cycles.

Aligned With Your Company's Best Practices

Dextego leverages your organization's own knowledge base to deliver coaching that reflects your proven strategies, reinforces best practices, and ensures consistent compliance across every rep interaction.



By quantifying influence and coaching it in the flow of work, Dextego customers have seen:

- 50% faster rep ramp
- 15% higher win rates
- 30% shorter sales cycles
- 21x higher employee engagement



A Message from Dextego's CEO



Building Dextego has been a journey fueled by vision, collaboration, and belief in the power of people.

I want to extend my heartfelt thanks to our incredible product team, and especially to Aditya Raman, our Co-founder and CTO, for building the technology that makes this vision real.

To our advisory board, and in particular Dr. Dieter Veldsman, thank you for your invaluable contributions to the development of the Influence Intelligence Framework.

To our clients, thank you for trusting us with the growth and development of your teams. Your belief in the power of influence drives everything we do.

And finally, to every supporter, champion, and friend who has believed in Dextego's vision from day one, thank you. You are the reason we continue to push boundaries, innovate, and redefine how organizations build influence at scale.

This is just the beginning. The future belongs to those who know how to move people, and we are honored to lead that movement with you.

— Ioanna Mantzouridou Onasi

A handwritten signature in black ink, appearing to read 'Ioanna Mantzouridou Onasi', with a long, sweeping underline.



THE FRAMEWORK KEEPS EVOLVING

Influence Intelligence is a living framework — and it's never finished.

Our Influence Intelligence Framework is constantly refined as new academic research in psychology, organizational behavior, and communication science comes in. It's not a static model — it's a working body of evidence that keeps getting sharper.

The Influence Institute is where those updates land first: new sub-competencies, new behavioral anchors, new research — before they reach anyone else.

Join The Influence Institute at dextego.com/the-influence-institute