

# KII® Report

Custom KII® Report For: Pat Dockter

**SAMPLE  
REPORT**

**COMMITMENT  
INFLUENCE  
TRAIT**

# KELLER INFLUENCE INDICATOR<sup>®</sup> (KII<sup>®</sup>)

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The Keller Influence Indicator<sup>®</sup> or KII<sup>®</sup> is for your own personal use and may NOT be distributed in ANY form. Ethical use of the KII<sup>®</sup> is the responsibility of the participant. Your KII<sup>®</sup> scores are to be used as a valid measure of existence and degree of the Seven Traits of Influence<sup>®</sup>.

The purpose of the KII<sup>®</sup> is to identify strong and challenging areas and how this impacts your potential to be influential. The KII<sup>®</sup> was created to facilitate an understanding of what makes you influential or what could be stopping you from being influential. Your K-Factor<sup>®</sup> and Trait Scores do not determine who you are as a person.

# INTRODUCTION

Congratulations! You are about to review the results of your commitment score from the sample Keller Influence Indicator®. This score represents your current ability to influence others using one of the Seven Influence Traits®.

Included in this report you will find:

- Your current commitment score measured dynamically.
- A written assessment of your abilities to function in leadership with this trait.
- Recommendations for how to grow your influence through developing your commitment trait.

After you review your sample report and see its value to increasing your influence, you will be provided an opportunity to further your leadership development by taking the comprehensive KII®--which covers ALL of the Seven Influence Traits®!

[Click here to get your FULL KII® Report now!](#)

# WHAT IS INFLUENCE?

Influence is the key factor in shaping how you are able to stand out from the crowd, be the voice that molds the opinions of others, or leads an organization from failure to success. Influence is that intangible quality that guides and motivates each and every person, and it is inescapable.

The mainstream meaning of influence has been, up to this point, externally based. They teach you to influence by doing or saying something to get a response. This approach puts you in a state of 'doing.' Influence here is something that happens outside of you.

The world's most influential leaders and business people know that real influence starts with you, not the other person. It begins by learning who you are and the traits you possess that provide the foundation for you to become an influential person. This approach puts you in a state of 'being.'

The Keller Influence Indicator® (KII®) measures the 'internal' aspect of influence. Influence from this perspective is the capacity to effect change on the character, development, or behavior of someone or something. It is learning and developing the single most important traits that will make you an influential person, not just a person who influences. The capacity to be influential exists in every person.

Having this higher order of influence, of being influential, gives you the opportunity to impact your life, other's lives and your community.

# WHAT IS THE KELLER INFLUENCE INDICATOR®?

The Keller Influence Indicator® (KII®) provides you with an overall score called your K-Factor®. The K-Factor® is a score that represents the total measure of your potential to be influential. That score encompasses all of the seven traits necessary for being influential: confidence, commitment, courage, passion, empowering, trustworthiness, and likeability.

The K-Factor® is a measure of the degree to which you are leveraging all your influence traits. Your K-Factor® score falls within a range between 25 to 100. The higher your K-Factor®, the more developed your influence traits are thereby increasing your potential to be influential. With your K-Factor® you now have a benchmark that lets you track your progress over time.

Within the KII® report you will find individual scores for each of the seven trait scales mentioned above: confidence, commitment, courage, passion, empowering, trustworthiness, and likeability. These scores indicate how well developed each of your influence traits are within that particular scale.

Each trait scale contains seven sections: trait score meaning, your competitive advantage, your personal strengths, blindspots and pitfalls, improvements to make, benefits of improving, and how the trait is used at work, home and in the community.

At the end of this report you will find a video that gives you a greater explanation of your K-Factor® and how you can use this information.

# YOUR SCORES



**K-Factor**  
Score: ?



**Commitment**  
Score: **96**



**Commitment**  
Score: ?



**Courage**  
Score: ?



**Passion**  
Score: ?



**Empowering**  
Score: ?



**Trustworthiness**  
Score: ?



**Likeability**  
Score: ?

The Commitment Influence Trait® score is one of the Seven Influence Traits® scores that you receive in your full KII® Report. The other 6 Influence Traits® are Confidence, Courage, Passion, Empowering, Trustworthiness and Likeability.

In the full KII® Report you also will be given your K-Factor® score which is a score that represents the total measure of your potential to be influential. That score encompasses all of the Seven Influence Traits® which are necessary for being influential and building a strong influence presence.

The K-Factor®, which falls within a range of 25 to 100, is a measure of the degree to which you are leveraging or maximizing all your influence traits. The higher your K-Factor®, the more developed your influence traits are thereby increasing your potential to be influential. With your K-Factor® you now have a benchmark that lets you track your progress over time as well as identify traits needing improvement and/or strong traits needing to be leveraged better.

Each of the remaining Seven Influence Traits® scales contain the seven sections that appeared in the Commitment Influence Trait report: trait score meaning, your competitive advantage, your personal strengths, blindspots and pitfalls, improvements to make, benefits of improving, and how the trait is used at work, home and in the community.

# COMMITMENT SCORE



**YOUR SCORE: 96**



*The above graph depicts the percentage of the sample population that are in a particular range of Commitment Trait Scores.*



# ▶ COMMITMENT



## What is Commitment?

Commitment is the underlying force behind achievement. It is the single most determining factor as to whether you will receive all that is out there for you. Commitment is recognized by action. It is achieved without excuses, debate, or lengthy analysis.

Commitment represents a defined sense of purpose. Once that purpose is identified you are dedicated to it through your intention and action of furthering growth, learning and promise. You can only make a commitment to others when you have made a commitment to yourself first.

## Commitment Score Meaning

When it comes to commitment you know the difference between important and desirable. You understand that when you view your goal and desirable but not of major importance, no matter what you want, it won't materialize. Most of the time you understand that your goal must be of major importance for you to extend the willingness to make whatever changes or develop new habits to accomplishing it.

This level of commitment score means you are willing to 'get your hands dirty.' What this means is you start down a path towards a goal, even though you are cautious to fully commit to it – you're not afraid to take a chance and see what could be. Your 'sort-of- want-to-accomplish-something' becomes your 'want-to-accomplish-something'. You have successfully conquered the excuses than used to pop up causing you to be uncertain

You no longer feel overwhelmed to the point that making another commitment to anything else seems impossible. The idea of saying yes doesn't make you crazy. You are able to look back at successful past commitments to help you move forward with more commitments. You do not feel ambivalence between making a commitment or not. You have developed the maturity to clearly make a decision about commitments and listen to your intuition to guide you.

Your total success on any endeavor you have is directly related to the commitment you make to it in the beginning. Commitment exists on three levels. These levels are like building blocks, each one increasing your power to stay committed. These three levels are: commitments that you mentally make to yourself, commitments you make to yourself in writing and commitments you express to others.

You find it quite easy to practice the first level of commitment, where you keep it to yourself. Keeping the commitment to yourself makes you feel more secure and in control of your commitment. You realize how important this is and do it quite often.

In fact, you are easily able to write down what you have made a commitment to. You use it as a reminder and a way to feel accomplished and moving toward an important goal. Now, you are working on expressing your commitments to other people. Doing this will improve your commitment score and increase the amount and success of your commitments. The importance of sharing your goal with a trusted person will strengthen your commitment to your goal or relationship and you'll gain genuine support from someone who can help you if you feel your commitment weakening. In order to fully benefit from the third level of commitment you have to be supportable. This means being open with others and letting go of defensive feelings. As you begin to experience positive results, you'll find yourself begin able to share your commitments with people more easily.

## Your Competitive Advantage

You do have several attributes that allow you make a commitment. Firstly, you are able to see the finish line. In other words, when you have to make a decision you can thoughtfully and strategically plan out what it is you want and then you go for it. You make commitments that you have a strong belief in, so strong in fact that not accomplishing your goal isn't part of the equation. When you feel this way, making a commitment comes easy for you.

Another asset you have is your perseverance to succeed. You understand that in order to succeed you have to make several commitments, but none more important than the commitment you make to yourself. You can be persistent and quite convincing when something or someone gets in your way.

You also make good use of your language. Words or phrases such as maybe, should, can't, or will try, aren't in your vocabulary. And when you do hear yourself using them (which is rare) you are aware to make a change. To increase your level of commitment you need to start using words such as will, can, yes, and absolutely.

## Your Personal Strengths

Making a commitment is a serious matter to you. You understand that committing to a healthy relationship with yourself is the most important relationship you have. You have come to realize that it's not selfish but nurturing to commit to yourself. The biggest piece to this is that the internal relationship you have with yourself is what creates your reality. And you get this! You know that what you think, feel, and behave about yourself works its way into your reality.

You take control of the commitments you make to yourself. You cherish the idea of committing to be the best possible person you can be. You are the type of person who not only values commitment but invests your time and energy into making them. You are making your commitments more important so that you will live your life around them. This means commitments not only to people but also especially to yourself, your beliefs and values.

Still, don't confuse commitment with motivation. Commitment is a pledge or promise you make regarding your goals for the future. Motivation is the positive inducement or incentive you use daily to help maintain your commitment. Simply defined, motivation is a reward system. It keeps you in a state of action, moving towards your goal and staying on track once you've reached it.

## Blindspots and Pitfalls

You have a good understanding that when you choose a goal it has to be realistic, attainable and within your control. You are too conservative. It's time to set your sights on higher, better or tougher goals. Go after the goals that scare you.

Go after the goals that scare you. That doesn't mean you have to chase every shiny object you see. Rather it's important for you to branch out toward something that is new for you and in alignment with your dreams. If you aren't aligned with what you commitment to your commitment will be less than satisfactory.

Another thing to be aware of is to not confuse commitment with motivation. Commitment is a pledge or promise you make regarding your goals for the future. Motivation is the positive inducement or incentive you use daily to help maintain your commitment. Simply defined, motivation is a reward system. It keeps you in a state of action, moving you towards your goal and helping you stay on track once you've reached your goal.

## Improvements to Make

Getting your hands dirty means committing time to it – whatever it is—an idea, a thought, an action, or a purpose. Most successful people realize the value of time so when they commit their time it's intentional. You need to commit your time to a goal, whether it's weekly, or better yet, a daily block of time. Figure out your prime hours of being productive and use that time to commit to your goal or task. Another step towards making a commitment is to write it down. When you write it down your brain records it. Writing it down has a significant impact on your mindset.

Lastly, spend some money on it. Don't deplete your entire bank account but spend the necessary money on the resources you need to accomplish what you are committed to. Doing these steps pushes you off the fence. Staying on the fence only means one thing – you eventually fall off and hurt something.

When you fail to make a commitment your brain immediately starts looking for a cause. You begin searching for a scapegoat. Common excuses are you didn't have enough time, you just had to buy it, your goal was ridiculous, or your idea was foolish. Or you may be saying your willpower or level of self-discipline wasn't up to par. "It's the 'if only....' syndrome. If this is what your habits around commitment are then you need to examine what the real culprit is. Perhaps instead of blaming circumstances or find fault with others, you should look at how to increase what you already have to make a solid commitment. Increase your willpower. Improve your self-discipline.

To increase your ability to commit you need to find out what the barriers are. Is it discipline? Is it laziness? Is it fear of being trapped? To increase self discipline you need to understand that there are several parts to you. You aren't always one way or another.

You have room to grow in seeing yourself as a leader. Although you are a good leader, there's more you can do to become a great leader. Watch what other committed leaders are doing. What do they talk about? What are they committed to?

To increase your commitment score, dig deeper into aligning your own core values with your commitments. When your core values do not match up with your commitments it creates a great unconscious conflict where you more easily allow obstacles to stop your progress. Then you become less invested in your goals, your organization and relationships. When you dismiss the correlation between personal values alignment and personal level of commitment to yours or a larger organizational vision, you often wonder why "the best laid plans" don't come to fruition. Once you begin on some level to take this into account you will soon notice an increased level of commitment and personal motivation that increase the bottom line results and overall satisfaction levels that make a stronger you.

## Benefits of Improving

Being able to make a commitment to yourself (internally) is highly correlated with empowerment. This increases your motivation and inspires character. When you blame your circumstance on other people or situations you are giving away your ability or power to correct or remove barriers that are in your way. For example, when you say, “If only I had more willpower then I would have been able to stick with my goal.” While that may be true, it doesn’t really solve your problem. Although you’ve moved past blaming others, you haven’t moved any close to a solution. Until you find a way to somehow increase your willpower or self-discipline, you will continually question or fail to keep your commitments.

Once you make the commitments necessary to live your dreams, you will discover that you have the freedom and power to make your dreams your reality.

The more committed you are, the more effective you will be in influencing others. It is when you act with commitment and determination, that great numbers of people will really pay attention to you.

In the words of John Gardner, “Commitment requires hard work in the heat of the day; it requires faithful exertion in behalf of chosen purposes and the enhancement of chosen values.”

## Use Commitment in All Parts of Your Life

### Commitment at Work

Once you decide to make your goal a commitment, you will achieve it no matter what. You will find a way. Having this attitude and level of commitment to your career, your job, your profession will guarantee your success. You will find the respect you deserve. People will be interested in your ideas. The board will feel secure in your abilities. Making a strong commitment will force you to let go of your fears. You will be operating from a place of resolve rather than dread. And because being committed accepts no excuses, you will learn to value your work and your time.

### Commitment at Home

Making commitments in your personal life has great rewards. Your relationships will become more authentic. Your levels of stress will decrease dramatically. Communication and understanding occurs at a greater level in your relationships. Committed people feel the security of a particular role they play in a relationship. Committed people also enjoy the celebration of their accomplishments more than people who aren’t able to commit. Once you make a commitment to people in your life and to yourself, then you will achieve greater life balance and enjoyment. Your life takes on a whole new meaning.

### Commitment in the Community

When you make a commitment to a particular organization or other cause it stimulates your willingness to get involved. When you are dedicated to a project of effort that you believe is important, you will show up, follow through and stick with it. This makes you dependable, responsible and valued. Once you attain this level of commitment, then the more effective you will become in influencing others. Great numbers of people will pay attention to you. You will earn people’s cooperation at a higher level when they share your commitment.



# EXPAND YOUR INFLUENCE

## Curious about the OTHER 6 scores – including your K-Factor® score - in your KII® Report?

### *Get a Comprehensive View of Your Ability to Influence Others*

Learn how you can better:

- Set direction
- Change opinions
- Motivate Others
- Lead your team
- Close more sales

Now that you have your free sample Keller Influence Indicator® and clearly see the value of understanding your Commitment Trait Score®, it's time to gain the FULL advantage of a comprehensive KII® assessment. The full Keller Influence Indicator® is THE TOOL to dynamically track your leadership or sales development and grow your ability to influence others.

The KII® provides you a comprehensive leadership preview, scoring your current aptitudes in all **Seven Influence Traits®** and providing you the key pieces to growing your potential in each area.

The KII® Report provides:

- Dynamic measurements of the Seven Influence Traits® needed for increased influence
- A detailed report that assesses your strengths and needed development for each trait
- Practical growth steps for each trait tailored to your assessment.
- Blindspots that may be holding you back and what you can do about them
- Additional tools for leveraging your strengths and improving on your weaknesses

Strengthen your influence starting today!

**Get YOUR full KII® Assessment**



# HOW ARE CORPORATIONS, BUSINESSES AND ORGANIZATIONS USING THE KII®?

Given the growing need and ever-increasing demand for succeeding in the workplace, in our industries, and with our peers, understanding and having influence is one of the most important tools every single person needs to possess.

A widely accepted definition of influence is the ability to use specific methods or to be a certain way to get a person or a group of people to achieve a specific outcome, move in a certain direction or think or feel something. Influence can either be negative or positive depending on the desired result, a person's intention and how it affects you, others and your business.

Because the KII® provides the opportunity to step back from the everyday work chaos and confusion and reflect on how influential you are, what blindspots exist in your influence, and which of the Seven Influence Traits® need improvement or attention, an organization can quickly and reliably determine how to invest in their employees.

The KII® provides a company a fully formed understanding of individuals and how they impact those around them which is invaluable to understand in the work environment. When influence is practiced and consistently developed, a fuller and deeper experience of professional and personal success transpires.

Several companies and organizations are now using the most recent report available, the **KII® Summary and Organizational Competencies Report® (SOCR®)**. The SOCR® Report is a compilation of information and insight into how well a person uses their Seven Influence Traits® to influence these 5 organizational competencies within their company or business; Leadership, Communication, Team Effectiveness, Strategy & Emerging Solutions, and Execution & Evaluation. These 5 competencies are found to be the foundational proficiencies that solid productive organizations are built on.

The SOCR® Report shares an individual's strengths and challenges as well as how a person performs in these four situations; how they impact others, their ability to take action, how they respond to pressure and how they manage conflict. Performance in each of these four components are critical to help an organization understand, invest and promote their employees.

Companies need every employee engaged and productive so they need to identify where they are strong and where they need improvement. That is what the SOCR® Report tells them.

Our intention is that individuals, groups and companies will find this assessment a valuable tool in evaluating their current level of influence, what their influence potential is, and how they can increase their influence in any situation and in all aspects of life.



**Karen Keller, Ph.D.**

Karen Keller International, Inc. [KKI]

Karen Keller International, Inc. is dedicated to increasing the effectiveness of individuals and organizations by strengthening their influence.

**Through their products and services, KKI:**

- Increases a person's ability to use their influence
- Identifies important areas that need attention when developing influence
- Measures progress toward plan creation, goals and objectives
- Shapes the foundation of developing and executing effective influence
- Defines the criteria for effective influence unique to that person
- Enables individuals to work, play and live more effectively as a person of influence

To find out more about KKI, contact us at [info@karen-keller.com](mailto:info@karen-keller.com) or visit [www.karen-keller.com](http://www.karen-keller.com)

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**KII** Keller  
Influence Indicator®

# KII® WORKBOOK SERIES

## KII® Workbook Series

Embark on a Life-Changing Journey of Personal and Professional Influence. To learn more about KKI Influence products, services, programs and events contact a KKI Team Member at [info@karen-keller.com](mailto:info@karen-keller.com) and they will answer all your questions!

Available **Individually** or  
as a **Box Set**



The **Insights into Courage KII® Workbook** will help you create a culture of personal courage, increasing your strength, power, and determination. You will discover how to move forward without fear when resources are limited, reaching your deepest truth.

The **Confidence in Motion KII® Workbook** more than heightens your awareness about your self-confidence, it teaches you to increase your “whatever-it-takes” attitude by exploring confidence fundamentals, competencies and mastery with step-by-step guidance.

The **Leading with Passion KII® Workbook** gives your step-by-step lesson plans on how to identify what matters most you, helping you connect with your purpose, and to successfully use your passion at work. You will learn about the four steps of the Passion Cycle, the Leisure-Passion Connection and how to Take-the-Leap Analysis.

The **Power of Commitment KII® Workbook** teaches you the underlying reasons for making healthy commitments, how you can stay faithful to them, and the benefits to your life. It does this by targeting key areas; acceptance, self-awareness, values, and committed action.

The **Empowering with Purpose KII® Workbook** shows you how to develop your Empowering Compass, how to conquer the 5 most common limiting beliefs around empowerment, and design a compelling personal vision. You will differentiate between empowering and delegation (and act on it) and learn to lead by giving up control.

The **Trustworthiness by Design KII® Workbook** is 150 pages of powerful exercises, guides, self-quizzes, and questions to challenge and move you out of your comfort zone and into your highest standard of trustworthiness. It will help you increase your loyalty to others, keeping your promises, and being honest by being yourself.

The **Likeability in Action KII® Workbook** will show you how to take the necessary steps in shifting your mind and approach to becoming a likeable person. You will have access to 150 pages of material that shows you which questions are the smart ones, how to utilize your resources, and how to remain likeable even in conflict.



# SEVEN INFLUENCE TRAITS MOLECULE



**Confidence Trait**



**Commitment Trait**



**Courage Trait**



**Passion Trait**



**Empowering Trait**



**Trustworthiness Trait**



**Likeability Trait**



# CONNECT WITH DR. KELLER

## About the Author:

Dr. Karen Keller has her Ph.D. in clinical psychology and her Master Certified Coach certification with the International Coach Federation. Dr. Keller has a diverse background that consists of developing and leading integrated change and strategies for large and small companies, leaders and entrepreneurs, and individual people who want to gain control of their life. Find out more about the KII at [www.Karen-Keller.com](http://www.Karen-Keller.com).

For more great resources, advice and information that will help you better understand the seven traits and tap into your own influential strengths, follow Dr. Karen Keller on the following social media platforms:





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