



## groundbreaking firm to introduce leaders & strategists to political psychology

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Washington, DC – This month marks the official launch of First Person Politics, a groundbreaking new consulting firm specializing in political psychology. Founded by veteran strategist and fundraiser David Rosen, First Person Politics is on a mission to mainstream political psychology's best ideas and tools to help clients win power and bring about lasting change.

Political psychology is the study of what *really* motivates and influences people interested in politics and social change. With decades of research to back up its findings, political psychology has discovered that most of what we think, feel, and do is involuntary. In politics as much as anywhere else, psychology – not the conscious mind – is in control.

Without realizing it, most political strategists today target the conscious mind. But the real political battlegrounds lie outside direct awareness. Political beliefs and demands are formed in the unconscious psyche – shaped by personality traits, cognitive wiring, and cultural symbols – while social, situational, and collective influences drive most of our decisions and actions. These “Layers of Influence” are the key to changing political behavior, and the focus of the firm's consulting.

Under development since August 2012, First Person Politics will offer a variety of services like strategic messaging, psychological profiling, and research. The firm will also offer educational seminars to introduce clients to specialized topics, like how voters decide and how generations affect Congress. Anyone interested in a psychologically informed take on events in the news can read the latest on *Free Associations*, the company's official blog.

“Seeing power through the lens of psychology is like seeing Washington for the very first time. That's because people new to the material rarely understand how much they're missing. Political psychology doesn't just explain our politics with stunning clarity, it offers powerful new strategies for leaders, institutions, and movements who want to change the world.”

*first person politics is a consulting firm that brings you the best of political psychology.  
we help you understand your world and help you change it.*

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