

Envisian 3x3 Paying Attention Matrix | The OUTSIDE World (part 1 of 2)

Use this *simple matrix* to create your own action plan to pay attention to the most important news and information in the world outside your company.

Frequency	Business in General	World Around You	Competition
<p>Choose 3 or more from this column for each of the three columns:</p> <ul style="list-style-type: none"> ○ Daily <i>Publications, media, online sources, etc. which you will read every day to keep up with current news and information.</i> ○ Weekly <i>Publications, media, online sources, etc. which you will read every week to keep up with current news and information.</i> ○ Monthly Quarterly <i>Publications, media, events that happen monthly or every few months that really matter to you.</i> ○ Annually Sometimes <i>Publications, events, books, and other information you'll pay attention to in order to keep up with critical issues.</i> ○ Experts Books <i>The experts and top thinkers you want to pay attention to and continue to learn from.</i> 			

For additional information on how to complete and use this matrix, visit envisian.com, look for the ProgressPoint article entitled *Paying Attention – Outside and Inside Your World* – and listen to the two podcasts.

Envisian 3x3 Paying Attention Matrix | The INSIDE World (part 2 of 2)

Use this *simple matrix* to create your own action plan to pay attention to the most important news and information in the world inside your company and industry or profession.

Frequency	Your Department or Group	Your Company	Your Industry Trends Changes
<p>Choose 3 or more from this column for each of the three columns:</p> <ul style="list-style-type: none"> ○ Daily <i>Publications, media, online sources, etc. which you will read every day to keep up with current news and information.</i> ○ Weekly <i>Publications, media, online sources, etc. which you will read every week to keep up with current news and information.</i> ○ Monthly Quarterly <i>Publications, media, events that happen monthly or every few months that really matter to you.</i> ○ Annually Sometimes <i>Publications, events, books, and other information you'll pay attention to in order to keep up with critical issues.</i> ○ Experts Books <i>The experts and top thinkers you want to pay attention to and continue to learn from.</i> 			

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