

# AttentionMap

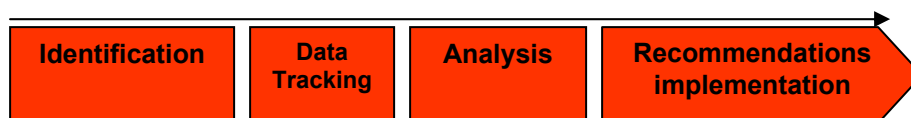
## Who It's For:

- Individuals, teams and organizations that need help tracking their attention on a regular basis
- Individuals, teams and organizations who want to know specific attention-related reasons why performance is not meeting stated goals
- Individuals, teams and organizations who need to focus their attention to meet a particular challenge

## Why It Helps:

- Analyzes individuals' and organizational attentions on a regular basis or in response to a specific event via a revolutionary self-reporting web tool
- Compares current attention with stated organizational goals
- Gives a more complete picture of where attention is versus where it should be
- Tracks leaders, managers, teams or individual attentions by amount and type (aversive versus attractive, front of mind versus back of mind, captive versus voluntary) over time
- Allows organizations and individuals to identify surpluses or deficits in attention
- Allows organizations and individuals to examine how attention impacts performance
- Identifies where organizations, managers and employees should be paying attention and how to drive demonstrable results through better use of attention
- Helps organizations figure out what they can be doing to get customers to pay more attention to their company, products and brands

## Process:



- Determine which issues and objectives need help with AttentionMap
- Individuals either log in to our proprietary web tool to track their own attention, or are given a specific login to respond to a set of pre-determined “attention items”
- After compiling their own “AttentionMap” for a pre-determined period of time, results are compiled and analyzed, with a report of the relevant information sent back to the client, with additional analysis focusing on:
  - Differences in reported attention by different people or groups within the organization

# Attention Company

- Differences in reported attention to particular issues over time
- Differences in reported attention versus stated organizational goals
- Recommendations on how to close any “gaps” that may have appeared in the organization’s attention versus its stated goals
- Attention reporting continues as long as deemed necessary by the client

## Outputs:

- A 360° view of organizational attention evaluated by several specific metrics (see sample output):
  - Overall amount of attention and how it is divided between different areas
  - Aversive vs attractive
  - Front of mind vs back of mind
  - Captive vs voluntary
- Graphs of attention for particular employees, groups, divisions or organization wide, accessible via the web, which easily show where attention has been and where its going.
- Reports indicating attention levels over time, as well as a “gap analysis” and recommendations for future action to bridge any gaps.
- Recommendations on how to use attention to achieve desired organizational outcomes (i.e. greater innovation, more attention from customers, etc.)

## Sample Graphic (Individual AttentionMap):

