130 The Noise Problem

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/130-the-noise-problem-2/

The Demand

Pick the last three pieces of content you consumed — article, podcast, LinkedIn post, conference session, anything. Run the four questions on each. Who wrote it and from what position? Who was the audience? What is it not saying? Did it challenge your dominant lens or confirm it? The answers will tell you more about your consumption discipline than any content audit ever could. That is the read. Develop it on everything — including this book.

The Work

Name the last three pieces of content you consumed — article, podcast, post, conference session:

1.

2.

3.

Run the four questions on each:

1

Who wrote it, from what position:

Who was the audience:

What is it not saying:

Did it challenge or confirm your dominant lens:

2

Who wrote it, from what position:

Who was the audience:

What is it not saying:

Did it challenge or confirm your dominant lens:

3

Who wrote it, from what position:

Who was the audience:

What is it not saying:

Did it challenge or confirm your dominant lens:

What this tells you about your own consumption discipline:

One source you will cut and one you will add this week: