

POSITIONING FIELD GUIDE

Finding Your Angularity

A concise field guide for finding the position only
you can credibly own.

THE NEXT [NEXT] GROUP

THE ARCHITECTURE OF THOUGHT LEADERSHIP

Four forces. One useful position.

Angularity is the intersection of what holds your attention, what the market is becoming, what people urgently need, and what your experience lets you see.

01

CURIOSITY

The questions and subjects you return to without being asked.

02

MARKET MOVEMENT

The change creating new urgency, tension, or possibility.

03

AUDIENCE NEED

A consequential problem worth helping someone solve.

04

EARNED EXPERIENCE

The pattern recognition, proof, and perspective you have built over time.



01 FOLLOW THE ENERGY

Curiosity meets market movement.

Begin with what has genuine energy for you, then place it against a change that is already underway.

QUESTIONS I KEEP RETURNING TO	CHANGES I SEE TAKING SHAPE

WHERE CURIOSITY AND CHANGE BEGIN TO CONNECT

02 EARN THE POSITION

Audience need meets earned experience.

A useful position is grounded in a real problem and supported by experience another person can trust.

A PROBLEM WORTH SOLVING

WHAT MY EXPERIENCE LETS ME SEE

EVIDENCE THAT MAKES THIS CREDIBLE

Name the intersection.

Specificity creates value. Look for the place where all four forces reinforce one another, then name what becomes possible there.

THE AUDIENCE

THE CHANGE OR PROBLEM

THE PERSPECTIVE I BRING

04 PUT IT INTO LANGUAGE

A position worth testing.

Use this as a working statement. Say it in conversation and notice which words create recognition, curiosity, or pushback.

I help [audience] navigate [meaningful change or problem] by bringing [earned perspective] to [the opportunity ahead].

MY WORKING ANGULARITY STATEMENT

NEXT

Test it with three people who understand the audience. Keep the language they repeat back to you.