



The Levels of Perspective Model

What is it?

The Levels of Perspective Model is a structured approach designed to help teams navigate conflicts that arise from differing viewpoints. By categorizing perspectives into four distinct levels, this model allows team members to identify their focus and align their discussions, leading to more productive outcomes.

What are the Levels?

Satellite Level: The big-picture view focusing on overarching goals and long-term visions.

Helicopter Level: A mid-range perspective that aligns broader strategies with upcoming implementations.

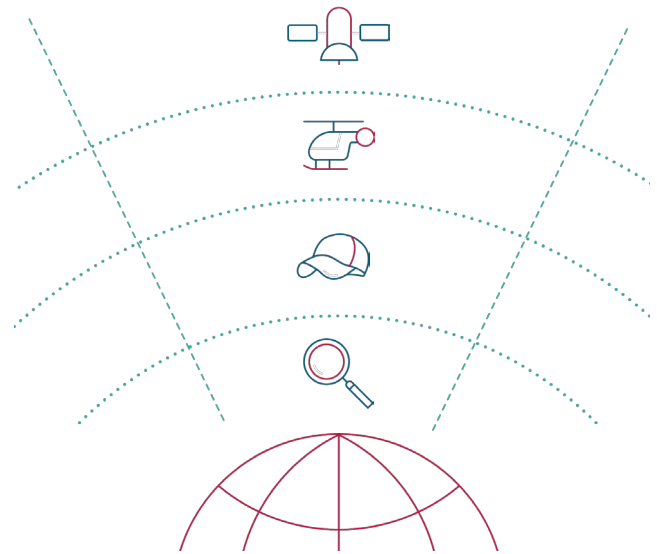
Hat Level: An eye-level focus on specific processes and tactical planning.

Magnifying Glass Level: The granular view, addressing technical issues and operational details.

How is it Used?

This model is effective in various team situations. When discussions become unproductive, it often signals that different perspectives are at play, highlighting the need for a structured approach.

It is also valuable when team members focus on either execution or strategy,



as it helps bridge that gap and foster a unified direction. Additionally, the model aids in managing complex projects with multiple layers, ensuring that all viewpoints are integrated into decision-making.

Beyond enhancing communication, it promotes collaboration and understanding, enabling teams to navigate conflicts effectively and move forward with a clearer, shared vision.

Steps for Implementing the Model

1. **Identify the Levels of Perspective:** Ask team members to clarify their current focus. Are they considering high-level strategies or specific tasks?



- 2. Establish a Shared Language:**
Agree on the terminology of the Levels of Perspective (Satellite, Helicopter, Hat, Magnifying Glass) to facilitate clearer communication.
- 3. Guide the Discussion:**
Start at the Satellite Level to align on big-picture goals, then progressively move down to more detailed discussions. This logical sequence ensures comprehensive coverage of all perspectives.
- 4. Check for Consensus:**
As you transition from broad to specific, confirm that everyone is aligned and understands before proceeding to the next level.

Example in Action: Sales Team Facing Declining Enrollment

In this scenario, the sales team faces the challenge of declining enrollment, each member bringing a different perspective. The team leader begins by focusing on the satellite level, emphasizing the goal of increasing enrollment by 20% over the next quarter. This broader view sets a strategic tone for the discussion.

The marketing strategist adopts a helicopter-level perspective, suggesting

that they align campaign messaging with value propositions that appeal to prospective students, highlighting the importance of effective communication.

However, a technical team member, looking through a magnifying glass, raises a critical concern about a significant glitch in the enrollment app. This issue could severely hinder their ability to achieve the enrollment goal, emphasizing the urgency of addressing it first.

Lastly, another team member approaches the issue from a hat level, exploring promotional channels and campaign timelines, which are crucial for implementation.

The levels of perspective model helps the team understand each other's viewpoints. By recognizing and valuing these diverse insights—strategic, marketing, technical, and logistical—the team can foster collaboration. This integration allows them to devise a coherent action plan that prioritizes resolving the technical glitch while developing targeted marketing strategies, ensuring alignment toward their shared goal of increasing enrollment.

By recognizing where team members are focused, the leader can guide discussions from broad goals to the necessary details for resolution.



Aligning Perspectives for Productive Collaboration

Using the Levels of Perspective Model fosters alignment and drives effective discussions. By understanding where each team member's focus lies, leaders can facilitate conversations that lead to shared understanding and progress.

Suffering is Optional, Progress is Powerful.

If you are struggling with any of the things I have written about I offer help in 3 ways:

- One-on-one executive coaching
- Team coaching through the Team Purpose to Performance™ process
- Speaking at your next conference or facilitating your next offsite to bring this Self-Lead-Meant™ content alive

1. Adapted from Chris McGoff, *The Primes: Levels of Perspective*. <https://theprimes.com/levels-of-perspective/>