


Segment Pursuit Matrix

	<i>Business/Political Issues</i>	<i>Connection to Segment Leadership</i>	<i>Connection to Segment Influencers</i>	<i>Project Delivery Partners</i>	<i>Non-traditional Connections</i>	
<u>Positioned Segments</u>						<u>Ownership</u>
Positioned Segment 1						
Positioned Segment 2						
Positioned Segment 3						
Positioned Segment 4						
<u>Reactive Segments</u>						
Reactive Segment 1						
Reactive Segment 2						
Reactive Segment 3						