LANDING YOUR THOUGHT LEADERSHIP

Best Practices for Thought Leadership

01. Start with the “Answer” & Work Backwards
Clearly identifying what you want to prove/disprove allows for more precise questioning.

02. Keep it Simple
Complex questions & analytic techniques can be difficult to translate into provocative thought leadership material.

03. Don’t Skimp on the Visuals
Constraining the visual preference can impact how questions are constructed.

04. Understand the Delivery Channel
Knowing how results are going to be shared will help dictate certain types of questions; video vs. social media vs. white papers vs. audio podcast all can accommodate unique question types for optimal impact & storytelling.

05. Ensure Differentiation
Essential to avoid “flat” responses; create questions that can easily bifurcate respondents & confirm/refute the hypothesis.

Framework for Thought Leadership Success

01. Discovery
Identify the most relevant & impactful storylines
Workshop
In-Depth Interviews

02. Validation
Collect data / conduct analysis / develop content
Survey Interviews
Analysis & Reporting

03. Deep Dive
Color / granular perspective
In-Depth Interviews
Quotable Commentary

Landing Thought Leadership Results

Prep
• Determine what success looks like / how to measure it
• Bring stakeholders to the table early in the process
• Develop / test hypotheses for compelling trends
• Analysis to uncover newsworthy insights

Launch
• Serve audience in mind when choosing how to promote
• Serve your audiences where they are
• Leverage multiple channels to tell your story
• Evaluate performance & draw lessons learned

Key Takeaways

1. Understand audience & purpose
2. Follow the process: discovery / execute / deep dive
3. Deliver results in multiple formats & channels

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