

Validation could also include a series of deep dive, qualitative phone interviews – with the goal of building quotes/ verbatims to use in future thought leadership pieces you may create. Adding color and true ‘voice of the customer’ relevance to the topic at hand.

While it seems like almost everyone is trying their hand at thought leadership, this disciplined process has served our clients very well. The output yields unique, creative, and statistically validated points of view – directly based upon customers in the markets that your brand cares about.

To help ensure that you get the most from your thought leadership research investments.

Return To



D | I E • Z
W CE •] v š

mnash@ksrinc.com
o: 680.214.0028

