

Thought Leadership [Marketing] Frameworks

All thought leadership we develop at Accenture must have a marketing message and value to the business ... [It has] to connect firmly to our core brand value—High Performance Delivered. If something is not aligned to that, we don't do it."

- Content: Is the company developing a sufficient amount of deep content on topics that matter to the market?
- Channels: Are the channels Accenture is using to reach connoisseurs of its thought leadership the right ones?
- Connectivity: Do Accenture employees know what thought leadership is available and in development?

Terry Corby - Accenture "Three C's"



Elise Bauer
Be A Thought Leader!

1. Cultivate the Press
2. Write
3. Spread the Word
4. Speak
5. Use Your Website
6. Unlock Your White Papers
7. Make thought leadership a strategic imperative for your company

A thought leader is a recognized leader in one's field. What differentiates a thought leader from any other knowledgeable company, is the recognition from the outside world that the company deeply understands its business, the needs of its customers, and the broader marketplace in which it operates.

"Thought leadership" means: "A research-based publication or campaign on a subject of current business interest, commissioned with the aim of attracting media coverage, building the brand and engaging with clients, prospects and colleagues."

Ben Kent - Lighthouse Putting 'Thought' into Thought Leadership

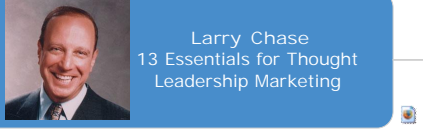
1. Get the Right Theme
2. Take a Position
3. Well-timed Research
4. Shape a "House View"
5. Impart the Firm's Own Advice - Share Personal Wisdom
6. High Impact + Succinct
6. Solid Analysis



Paul DiModica
Value Forward Marketing

1. Value First, Brand Second
2. Experience Value Prior to Purchase
3. Give Away 5% to get Prospects to Pay 95%
4. Multi-sensory and Multi-dimensional Marketing

Value Forward Marketing involves investing in your own value by giving some of your value away for free in the form of education to targeted prospects so they are induced to pay for the rest of your value based on their experience and evaluation of your offering.



Larry Chase
13 Essentials for Thought Leadership Marketing

1. Take a Stand
2. Tell Me Something I Don't Already Know
3. Be Vertically Famous
4. What Does Your Competition Miss?
5. Develop Your "Voice"
6. The Power of Public Speaking
7. Get Published
8. Start a Newsletter, RSS and/or Blog
9. Get a Greek Chorus
10. Talk Less, Listen More
11. Press the Flesh
12. Practice Out-of-the-Box PR
13. Be Focused, but Don't Develop Tunnel Vision

The Bloom Group
Hallmarks of Thought Leadership

- Unique Insights in the Problem at Hand
- Experience in Solve the Problem With Other Clients
- Results from Those Experiences
- Approach to Doing the Work



The Bloom Group
Seven Hallmarks of a Market-Ready Point of View

1. Novelty of Problem
2. Diagnosis & Solution
3. Topic Focus
4. Relevancy of Problem
5. Validity of Solution
6. Practicality of Solution
7. Rigor of Core Argument (problem/solution statement)
8. Clarity of Core Argument

In such a crowded market how do you tell the good from the bad? Good thought leadership exhibits four characteristics:



Fiona Czerniawska
White Space 2007

1. It is Relevant and Practical
2. It is Backed Up by Thorough Research
3. It Says Something Different or New
4. It Does Not Try too Hard to Sell the Services of the [Organization] that Produced it

Britton Manasco

1. Vision
2. Visibility
3. Credibility

Carl Friesen
Eight Mandatory Attributes of "Guruship"

1. Marketing
2. Qualifications
3. Body of Work
4. Body of Knowledge
5. Continuous Improvement
6. The Network
7. Physical Plant
8. Self-Management

A guru is, of necessity, an individual. A firm can't be a guru, although it can contain them. A guru may train "disciples" to teach her or his methodology, but success ultimately depends on the individual behind the methodology.

Jeff Gahnz - Nicolet Bank

1. Transparency
2. Talent
3. Third-party Credibility
4. (Trust)

Across the diversity of their fields, personalities and motivations, thought leaders tend to share the following seven characteristics.

RainToday
The Thought Leader's Mindset - 7 Characteristics

1. The Love What They Do
2. They Feel Driven to Teach
3. They Reach Out and Communication
4. They Take Risks with Their Messages
5. They Balance Confidence with Curiosity & Learning
6. They Risk Today's Time for Tomorrow's Potential Gain
7. They Keep Working, Connecting, Communicating



RainToday
Five Rules for Successful Thought Leadership

1. Be Generous with your Knowledge
2. Be Consistent & Continually Connect with your Market
3. Deliver Value
4. Take a Stand (risk)
5. Focus on Long-Term Benefits

