

# 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

Determining 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

- Keep 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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