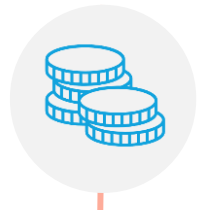


Consider Thought Leadership to drive differentiation and ROI

The business case to create Thought Leadership for your organization is compelling



C-suite confirmed Thought Leadership delivers a high ROI

97% of executives said Thought Leadership returns a moderate to high (10%+) business ROI*



Defines what you stand for

and gives you a leading voice and differentiated point of view in your industry.



Generates multi-use brand content

that can be used over time, across markets and across audiences



Builds Brand Awareness

87% of Business Executives consume Thought Leadership every week** to inform their view, improve their problem-solving skills and evolve their thinking



Enhances reputation & credibility

by creating content and opinion that is truly insight-led



OUR GUIDE TO GREAT THOUGHT LEADERSHIP

[FULL REPORT HERE](#)

* RL Survey (US): How would you rate the business ROI (return on investment) on thought leadership?; base n = 105 Moderate ROI (5-15%) High ROI (16% or more)

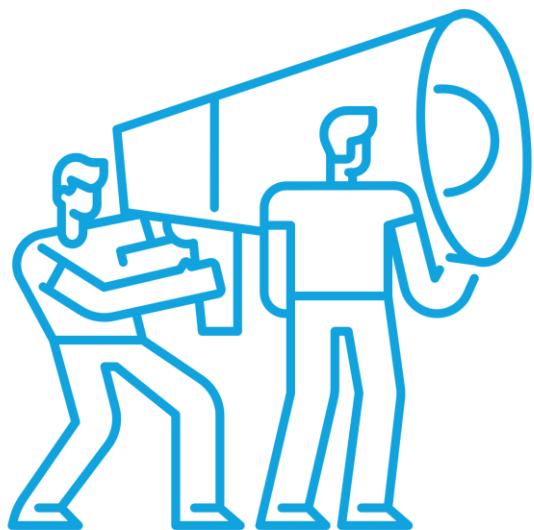
**RL Survey (US): How often do you read or consume thought leadership content for work or leisure?; base n = 105 Daily 38%, Weekly 49%

Original Thought Leadership requires skill and effort to achieve



For me, thought leadership is creating content that goes **beyond the obvious**. A lot of thought leadership is not really thought leadership. It recycles or restates existing ideas.

The summarization or synthesis of existing ideas is not thought leadership.



Ariel Geifman
CEO, Dealtale



TOP TIPS

1. Take your time at the start to prepare, plan, set objectives and get internal buy in
2. Insist on high quality research so your outputs and insights are original and robust
3. Help your audience to build their own personal brand with new perspectives and original ideas that challenge their thinking
4. Pay attention to what competitors are saying so you have the context to add something new to the conversation
5. Focus on issues and trends – not your products
6. Keep it simple – the best thought leadership delivers complex ideas concisely
7. Make sure you own it and sell it - the success of your thought leadership is only as good as your activation

Reputation Leaders can help you regardless of where you are on your Thought Leadership journey



New to it. It's a great opportunity, with excellent potential ROI. We can help you generate brand awareness & differentiation, giving you a standout voice in your industry.



Early stage. You have made some progress. We can help make your Thought Leadership hit specific goals, audiences or media/campaign angles



Accelerating. You want to do Thought Leadership differently, or better. We will help you re-envisage your assets for more media attention, more engagement and better connection.



Expert. You want to keep it fresh. We will challenge your approach to help you bring new and innovative content, keeping you interesting and relevant.

We are the trusted research partner, and official approved supplier, to global brands developing powerful Thought Leadership at the leading edge of industry and innovation.



“One of the best kept secrets in the corporate research space”

Ruth Harper, CMO, ManpowerGroup



Laurence Evans
CEO, Reputation Leaders

WATCH NOW: 
**Laurence on The 7 Deadly
Sins of Thought Leadership**



30+ years in marketing and research means **we are not afraid to challenge your ideas** and help you to stay focused on what will make you stand out. We offer consistent senior counsel and hands-on quality from a close-knit team of experienced researchers.

You don't necessarily need to spend big. Our most successful Thought Leadership often only takes a modest research budget but spent with intent.

We can help you get the research right and produce the content, and assets, that get results.



Interested to hear more?
Have an idea for some Thought Leadership
you would like to explore?

 **BOOK AN APPOINTMENT**

Let's talk about what Thought Leadership might look like for your organization.



laurence.evans@reputationleaders.com



www.reputationleaders.com