

The Power of Thought Leadership: A Comprehensive Guide.

The Executive's guide to unlock influence, impact and success. Become a thought leader and take your business to the next level.

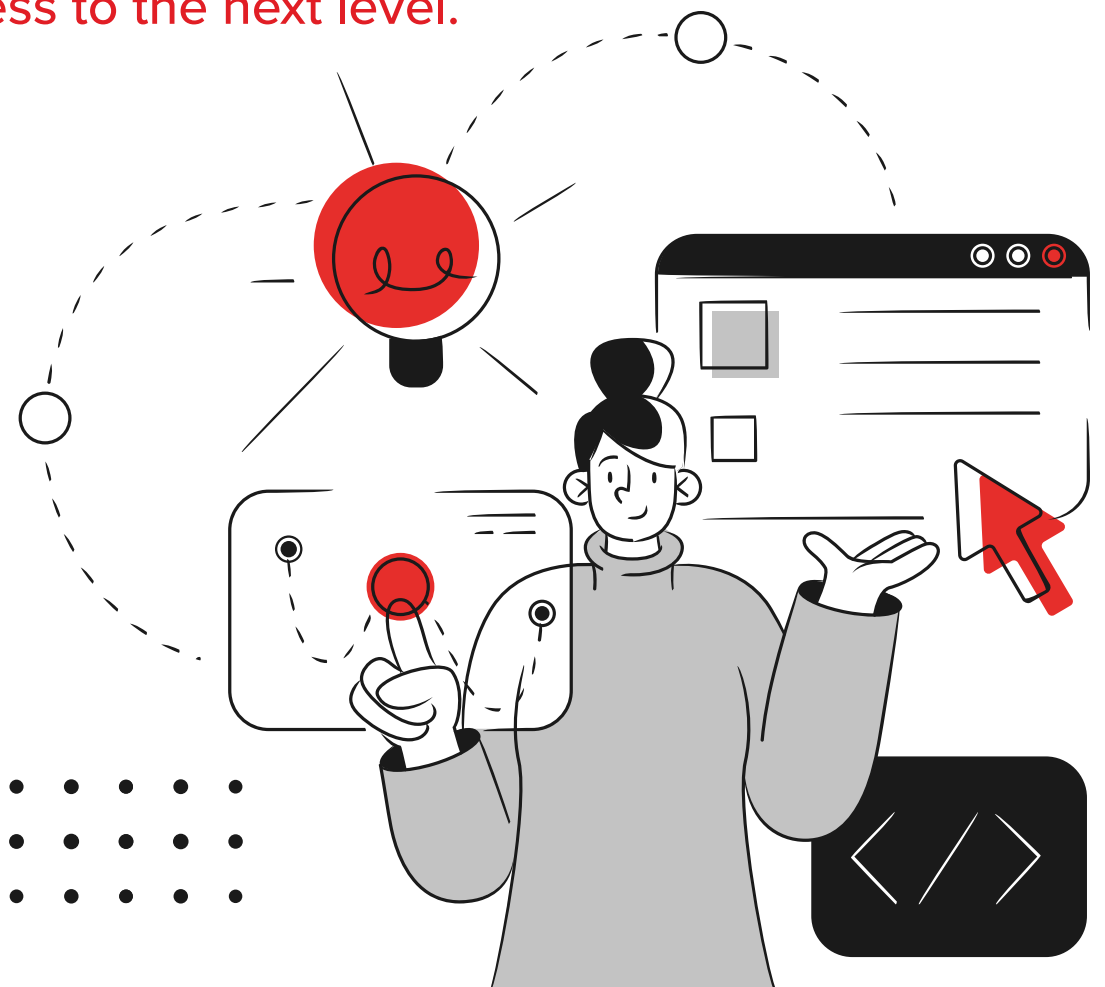


Table of Contents.

Why does thought leadership matter?

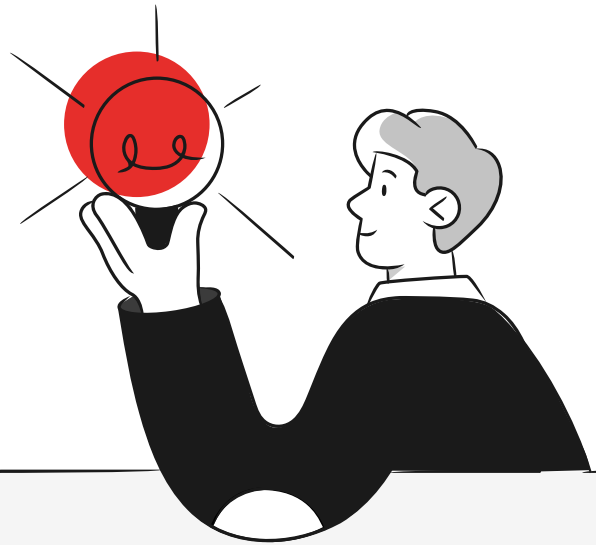
Content means influence.

Thought leadership is one of the strongest expressions of content. News articles tell us what is going on. Press releases market things to us. But good thought leader content goes deeper. It blends subjective yet informed opinions with facts, expressing your expertise and insight.

Anyone can try to be a thought leader. But they need the substance of experience, introspection and social exposure that feeds good content. Many professionals encapsulate all these things. So, how can they become thought leaders?

Above all, you do not need to do it alone. When working with an experienced content agency, you can start creating content that stands apart and influences others.

Are you set to become a thought leader? This ebook will be your guide into this exciting world. Become an authority in your industry and build trust.



This ebook answers:

WHAT: thought leadership content informs and challenges, selling ideas as part of personal and professional conviction.

WHY: good thought leader content transcends objective reports and subjective opinions by offering ideas wrapped in solid arguments.

WHO: a thought leader shares knowledge, wisdom, and insight garnered from experience, study and listening to peers.

HOW: good content depends on the message and its intended audience, supported by the confidence gained through knowledge and contemplation.

WHERE: thought leader content can be an opinion column, a media interview, a conference presentation, an online video... the possibilities are endless.



What is thought
leadership content?

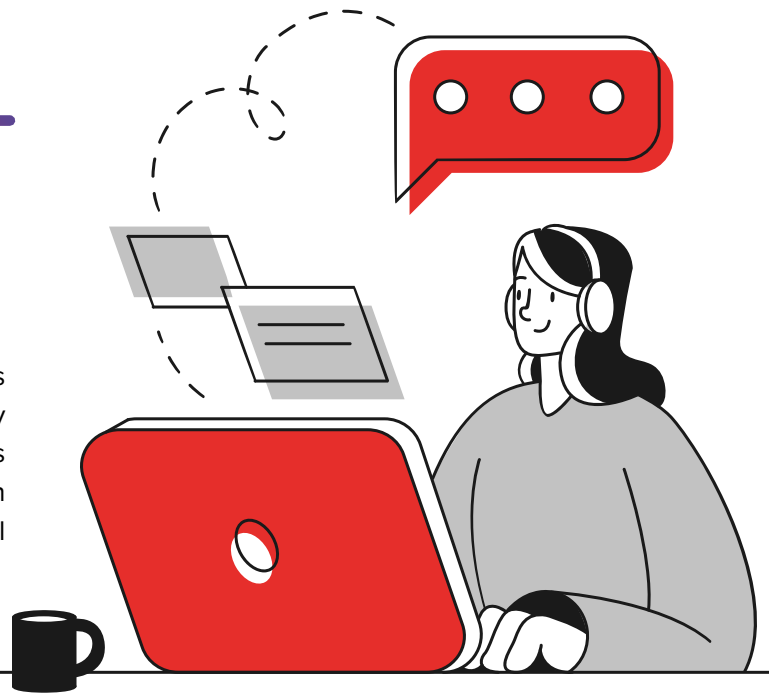
01



01.

What

“A thought leader is recognised by peers, customers and industry experts as someone who deeply understands the business they are in, the needs of their customers and the broader marketplace in which they operate. They have distinctively original ideas, unique points of view and new insights.”



This is the concept of thought leadership according to Joel Kurtzman, the editor and author who coined the term in the mid-90s. However, this practice had been employed before, particularly in a newspaper op-ed. Every news outlet worth its salt produces editorial opinions, usually as a column. The op-ed is literally the column opposite that editorial column, written by an informed and expert third party.

Op-eds are subjective yet informed opinions, and so is thought leader content. These differ from press releases, which focus on self-promotion, or articles, which use an objective narrative while quoting people. Thought leader content is not objective nor self-promoting. Instead, it walks the line as subjective yet informed views from an expert.

Think of it this way: googling medical advice is objective, news from a company about their new medical breakthrough is self-promoting, and asking your doctor for advice is engaging a thought leader.

Thought leadership content is thus objective in nature but presented subjectively by someone who is passionate about a topic and knows what they are talking about. These could be written pieces but can also occur in audio (such as podcasts) or video (such as talk shows or webinars). As long as the content is authentic and provides a unique perspective, it qualifies as thought leader content. Data-driven content is especially sought after.

Good thought leader content can increase the clout of the person behind the message, (especially since most thought leader content is presented in the first person).

Notable Thought Leaders

Warren Buffett: Pretty much any opinion from the renowned investor is treated as thought leader content.

Bill Gates: The co-founder of Microsoft has not shied away from providing his views around technology and philanthropy.

Seth Godin: This marketing guru continues to have a massive impact on people and ideas through his books and newsletters.

Adrian Gore: When the founder of Discovery Limited shares his wide range of views, they are always worth taking in.

Justice Malala: As a professional columnist, this famed political commentator shapes many local views on critical topics.



Why should you consider
becoming a thought leader?

02



02.

Why

Actions may speak louder than words, yet few things wield as much influence as narratives. A narrative connects the dots, helping people grasp concepts on their own terms. The best narratives combine the experience of action; they grow from earned knowledge. This is why thought leadership stands apart from other forms of communication—it is where we find superior and persuasive narratives informed by action.

All content influences us in some way: art excites, music entertains, and news informs. But thought leadership creates and influences narratives that benefit your industry, brands and customers (current and future). Thought leader content builds trust.

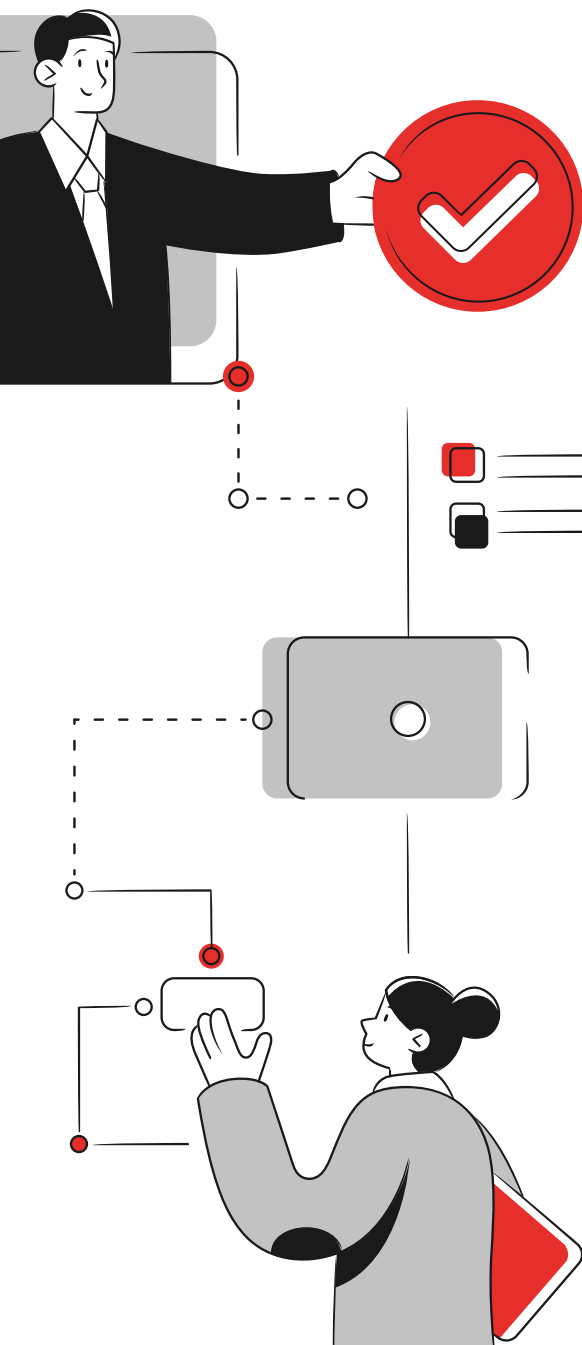
Creating thought leadership content involves your unique insights, knowledge, and experience. This shows your expertise in your field and leads people to view you and your brand as forward-thinking.

A thought leader becomes recognised as an expert and go-to resource in their field.

They increase awareness among audiences, generate more leads, and boost engagement online. By providing valuable and educational content, when a company eventually considers a product or service, they will turn to you first as the expert. It may have even been your views that sparked their considerations in the first place.

Good thought leadership content builds your brand and networks by exposing people to your ideas and insights. This is an opportunity to match your proficiency with your brands and services, particularly when conversing with people who seek out your advice. This dynamic makes thought leadership particularly powerful for business-to-business interactions.

Substance matters: you cannot fake good thought leadership. Fortunately, you would not be successful if you did not know what you were doing. Don't overestimate what others know: your thoughts have value. That experience is the seed from which you can influence the narrative around your brand, company, and industry. And that is the power of thought leadership.



The Ingredients of Thought Leadership



Authenticity

The content must be genuine and come from a place of experience. Share information that you have earned.



Expertise

You gather the best knowledge, even wisdom, through experience in your field—this is valuable to the right audience.



Truth to Power

Whether you murmur or roar, thought leadership should dispute bad ideas and validate good ones.



Uniqueness

No opinion is 100% unique. But good content still brings something fresh and thought-provoking to the table.



Passion

People can sense when you care about what you are sharing and know when you do not. Passion for the topic fuels the best thought leader content.



Who can become a
thought leader?

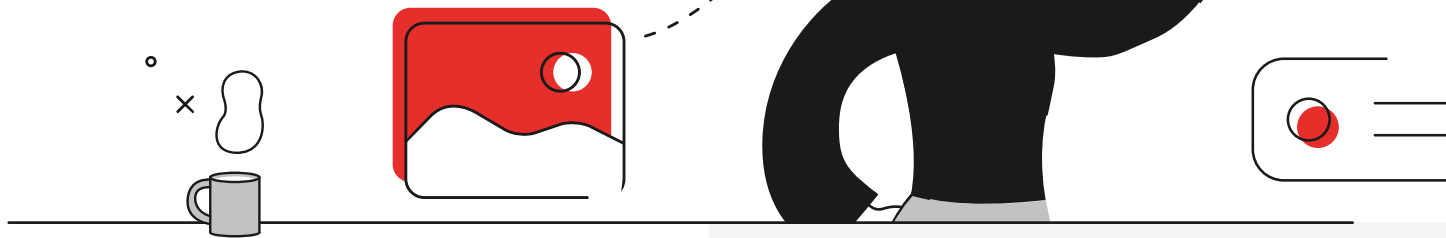
03



03.

“It’s not what you look at that matters, it’s what you see,” said Henry David Thoreau, an author who spent two years living in a remote cabin, meditating on the meaning of society. His experience made him a thought leader: someone who is firm on their purpose, true to themselves, and willing to promote and defend their beliefs. And he earned this distinction by literally living in the woods, gaining insight you cannot glean from a book or report.

This is the essence of a thought leader: sharing knowledge, wisdom and insight gathered from experience—not just by doing, but also by listening. A good thought leader knows their sector, understands the people involved, and strives to learn more about it.



Who

Thought leaders can wear different jackets. Visionaries question current practices, break rules, test out ideas, and introduce new modes of experience. Storytellers market their ideas, expanding their following and fostering connections. Some thought leaders are community builders, others are fonts of wisdom. Often, a thought leader embodies several or all such traits.

A true thought leader’s goal is to get people thinking and drive participation in change. We can expect them to be courageous (challenge the status quo), innovative (innate curiosity and optimism), risk-taking (using uncommon ideas and creating a new paradigm of possibility), and consistent (both in their ideas and output).

Communication is essential: you cannot sell insight if nobody follows your reasoning. Yet that is a skill you can learn or gain through the services of ghostwriters and content creators. They help decide HOW your ideas come across, but the substance comes from you. Do you have insights that will benefit the world? Then you can be a thought leader.

Advice for Thought Leaders

“Once you free yourself from the need for perfect acceptance, it’s a lot easier to launch work that matters.” - **Seth Godin**

“Constantly think about how you could be doing things better and questioning yourself.” - **Elon Musk**

“A thought leader’s goal is never to show off, to confuse with industry jargon or to leave anyone in the dust.” - **John Tampton**

“A hallmark of true thought leadership is the confidence to take the route that 99,9% of industry experts don’t even see.” - **Dr Liz Alexander**

“You don’t lead by pointing and telling people some place to go. You lead by going to that place and making a case.” - **Ken Kesey**



How can you become
a thought leader?

04.



04.

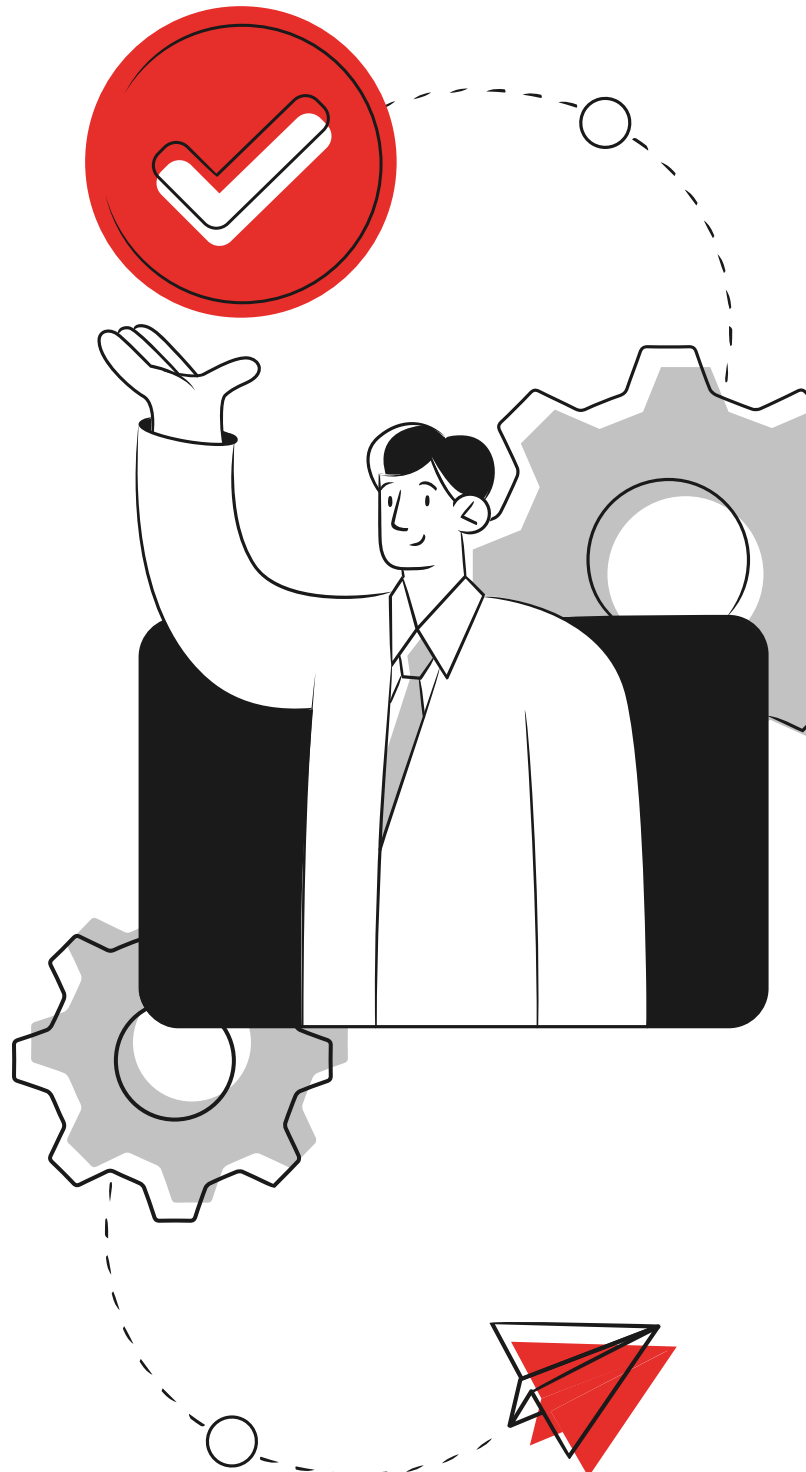
How

A thought leader aims to change people's minds, and that process has three essential aspects: content, confidence, and audience. Content is the message you want to deliver. Confidence reflects how well you understand that message, and the audience is the people you want to reach.

Content and audience are the most important. Originality matters, but thought leader ideas do not need to be new or radical.

You can reiterate a previous idea, especially if your audience has not grasped it yet. Yet how you express your content should be original and guided by your audience. Communicating with an executive should be quick yet profound, while more elaborate story journeys can sell your ideas to a conference crowd.

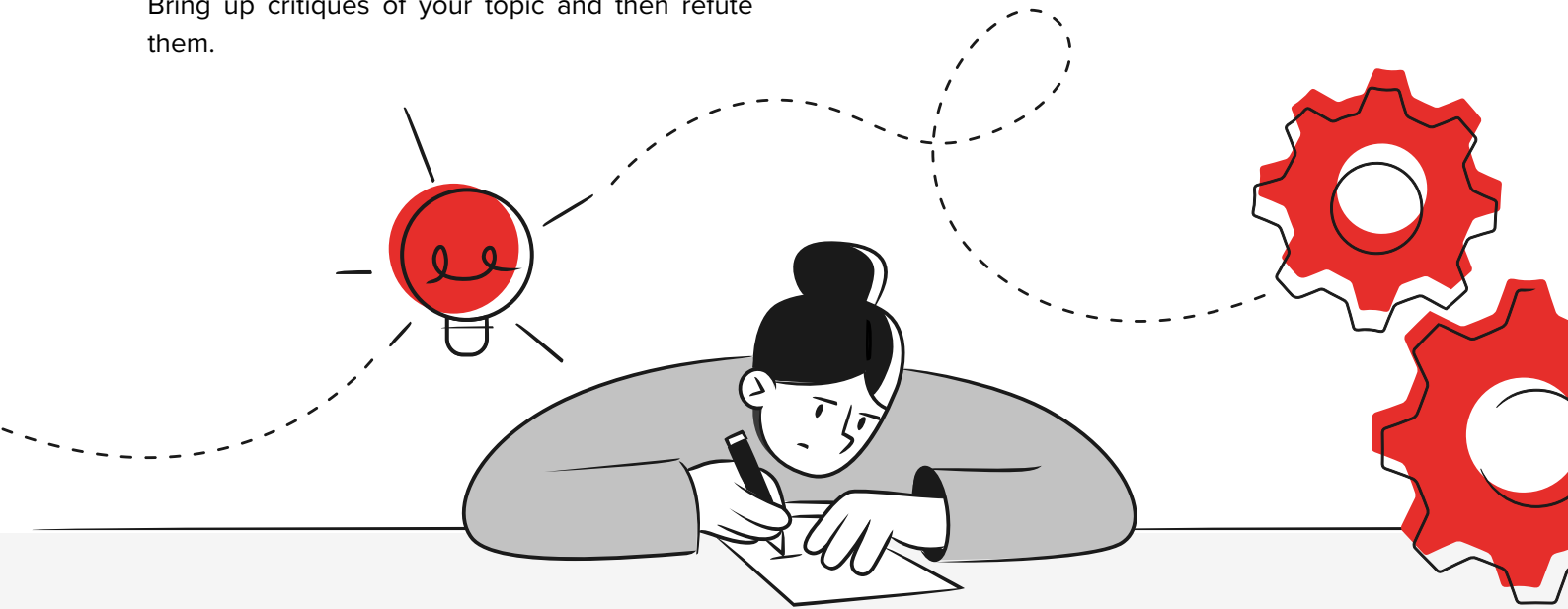
Your approach should be fresh. You are selling an idea: know what it is and to whom you are selling it. This process builds confidence. The better you understand your view, the simpler your explanations. Build your content from a core proposition and only add what you need to support that; don't overshare—a succinct argument is always better than an overloaded one.



The primary rule of engaging an audience is to remember they are doing you a favour. It is their time that they voluntarily offer to engage with your message. Put yourself in their shoes: how do you avoid wasting their time? What should they glean from your message and do you express those points effectively? Should your message be shorter, use anecdotes, or contain more supporting points?

Numerous tactics can persuade an audience. Bring up critiques of your topic and then refute them.

Tie your message to real-world problems and solutions. Provoking them with unexpected revelations or charming them with a good story can both be effective. Figuring out the right way takes practice. But always start by aligning your content and audience, then build confidence through research and introspection.



Writing Tips

Less is more

People appreciate succinct messages, so do not waffle or pad. Avoid excessive prose and setups.

One idea per paragraph

Good paragraphs usually start with an idea or statement, then use the rest of the paragraph to qualify it. Over-stuffed paragraphs bore readers.

Don't hide ideas

Declare your central point early, then use the rest to qualify that point or argument.

Visual language

Humans are visual and emotional. Metaphors and similes can help create those links with your ideas—extra points for original metaphors.

Put time aside

Creating persuasive content takes effort. Don't rush it and avoid cutting corners.



Where to communicate your
thought leader content.

05



05.

We can express thought leadership views in several ways. They could appear through articles, videos, presentations, and even interviews. The fundamental facet that ties them together is a subjective, yet informed, opinion. Analysing the facts and forming an objective conclusion is not necessarily a part of thought leadership. Persuasion is the primary goal, and selecting where you express your views substantially affects your ability to persuade.

Just as with how to create the right thought leader content, your chosen topic and targeted audience inform where it should appear, including the most suitable format. You would not produce 2,000 words to convince a busy executive (that is why we have 'executive summaries!'). Likewise, a video podcast is not the most effective way to engage a live conference audience.

Consider your output options: suitable topics can exist across articles, interviews, and presentations. But what are you comfortable with, what do you have time for, and what resources are available? Maybe you are not a powerful writer but are good at explaining things to a ghostwriter. Perhaps you like recording videos and can use an agency or freelancer to produce and edit the final version. You may love presenting to an audience.

Also, consider your platforms. Do you like webinars, live conferences, or intimate boardroom engagements? Does your content belong on LinkedIn, a professional blog, or as a media opinion piece? And be honest about your output: how often can you produce thought leader content?

There is no correct answer other than being consistent. Don't forget: your content competes against other content. Keep reminding people of your views. That brings us to the last piece of advice: know where you want to go and what it will take to get there. Create a content plan (a content expert or agency can help) and stick to it. If you are just starting, keep the plan short and learn from the experience.

Where





Thought Leader Content Formats

1. *Column*

Written (or ghost-written) in the first person, a column is a brief structured opinion, often in a more formal tone.

2. *Blog*

Similar to a column, but a blog can be longer, less formal, and use illustrative images or videos.

3. *Presentation*

A show-and-tell speech with illustrative yet content-light slides (like TED Talks).

4. *Interview*

An engagement where someone asks probing questions about your views, usually after studying your thought leadership content.

5. *Webinar*

Similar to a presentation, but streamed online. A panel format can create an interview-style engagement.

6. *Social Media Posts*

Often short and punchy messages, usually (but not only) to market longer content.

7. *Podcast*

A conversational audio and/or video format that lends itself to storytelling.

**Unlock
influence,
impact, &
success
as a
thought
leader.**

redribbon
communications



Call or WhatsApp us
+27 82 928 1489



Mail us