

# 5 WAYS TO THINK ABOUT YOUR THOUGHT LEADERSHIP



As you develop both the strategy and execution of your thought leadership, use these prompts to nail down the specific messages that are most authentic to you and most likely to resonate with the audiences you're trying to reach. Type your answers into this form, then pass the template along to your colleagues to coordinate messaging.

## 1 SHARING YOUR SPECIAL SAUCE

What makes your company or product/service special or unique?  
Be specific.

## 2 RESISTING THE SELL

Rather than selling your product or service, think about what you know a lot about and can share with public safety. How will they benefit from this knowledge or insight? This might include topics on which you have a strong opinion, including those that go against conventional wisdom.

## 3 STAYING IN YOUR LANE

What do you consider yourself truly expert in? What are your strongest skills? What messages related to that expertise would help prospects and/or current customers solve a problem they're currently facing?

## 4 GROWING NEW THOUGHT LEADERS

Think about your team, at all levels: Who is ripe for grooming into a thought leader in their own right? Do they have a unique perspective on your customers, or are they able to reach a key demographic in ways you can't do as well yourself?

## 5 KNOWING YOUR AUDIENCE

What do you know about the clients (current and/or prospective) you're trying to reach? Be as detailed as you can, including their specific pain points. How can you dive deeply into understanding a discipline or specialty you don't know as well but want to connect with?