



Into 2025: Creating stand out thought leadership content

A short series of informal conversations to help learning suppliers and inhouse L&D stand out in 2025.

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Speakers



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Today's agenda

- **What do we mean by thought leadership?**
- **The value and impact of thought leadership**
- **The role it can play in personal and brand credibility**
- **Types of thought leadership to consider**



What do we mean by thought leadership?

Thought leadership is the practice of positioning yourself, your brand, or your organization as an authority or expert in a specific area or industry. It involves sharing insights, innovative ideas, and valuable perspectives that influence others' thinking and decision-making.

Thought leaders are recognized for their expertise, foresight, and ability to articulate complex concepts in ways that inspire and guide others.

Key elements of thought leadership:

1. **Expertise:** Demonstrating deep knowledge and skills in a particular domain.
2. **Innovation:** Offering fresh, original insights or approaches that challenge conventional thinking.
3. **Credibility:** Building trust and authority through consistent, high-quality contributions, backed by experience, data, or results.
4. **Audience-Centric:** Addressing the needs, challenges, and aspirations of your audience, offering them actionable value.
5. **Visibility:** Sharing insights through platforms such as articles, blogs, social media, podcasts, keynote speeches, webinars, or books.



The value and impact of thought leadership

- 73% of decision-makers find an organisation's thought leadership content more trustworthy for assessing capabilities and competencies than marketing materials and product sheets (**Edelman**).
- **71% of HR managers say they are more likely to buy products or services from a brand that knows the market (PRinHR).**
- **55% of decision makers say that during an economic downturn it is more important than ever for suppliers who do not offer products/services that are essential to operations to produce high-quality thought leadership if they want to win their business (Edelman).**
- 60% of decision-makers say that good thought leadership makes them willing to pay a premium to work with an organisation (Edelman).



The value and impact of thought leadership

What execs value most highly about thought leadership content. The top criteria are:

- **Credible research**
- **Clear and compelling narrative**
- **Unique insights**
- **Case studies that support claims**
- **New solutions to business challenges**
- **Concise content that clearly summarises the key points**

(FT Marketing Services)



Value it can play in personal brand and credibility

Establishing Expertise and Authority - Demonstrates your deep knowledge and experience in your area of focus.

Differentiating Your Personal Brand - Helps you stand out in a crowded market by showcasing your unique perspective and innovative thinking.

Building Trust and Credibility - Consistently sharing valuable insights establishes your reliability and authenticity.

Expanding Your Network - Attracts like-minded professionals, collaborators, and potential clients.

Driving Influence and Impact - Shapes opinions and influences decision-making within your industry or audience.

Strengthening Career and Business Opportunities - Being seen as a thought leader makes you a natural choice for promotions, collaborations, or key roles.

Building Long-Term Legacy - Thought leadership solidifies your reputation as someone who contributes meaningfully to your field over time.





Thankyou

