

# Leading Thoughts and Winning Mindspace

## A Communications Playbook

# Building Category Thought Leadership

Thought leadership is instrumental in boosting brands and businesses by establishing them as industry experts, fostering trust, and building credibility with their target audience. By showcasing unique perspectives and insights, thought leaders differentiate their brands, standing out in competitive markets and attracting both customers and top talent.

The visibility gained through thought leadership not only enhances brand awareness but also opens doors to valuable partnerships and collaborations, positioning businesses as innovative leaders in their respective industries.

# 01

## Find out if you have a point of view to lead thoughts

### Discover your point of view

Identifying and articulating a unique point of view within an industry, market, or consumer landscape is a cornerstone in the development of thought leadership.

In a saturated business environment, where differentiation is paramount, having a distinct perspective sets a brand apart, capturing the attention and curiosity of both existing and potential stakeholders. A unique point of view not only showcases a deep understanding of industry nuances but also positions the leader as an innovative thinker, capable of navigating and shaping the future.



# Identify your different

## Break down the business into pieces and explore

Identify the critical aspects of the business, focusing on areas where having a point of view is crucial.

For each of these areas, collect perspectives, evidence, and insights. Answer the who, why, how, and what of each area of the business. This requires understanding of not just the business, but also the category, market dynamics, and customer base.

*For example, a manufacturing business could be broken down into these sections to create unique point of views. And here's where you find your most differentiated view, the one to anchor on.*

Manufacturing

Innovation

Customer exp

People

Responsibility

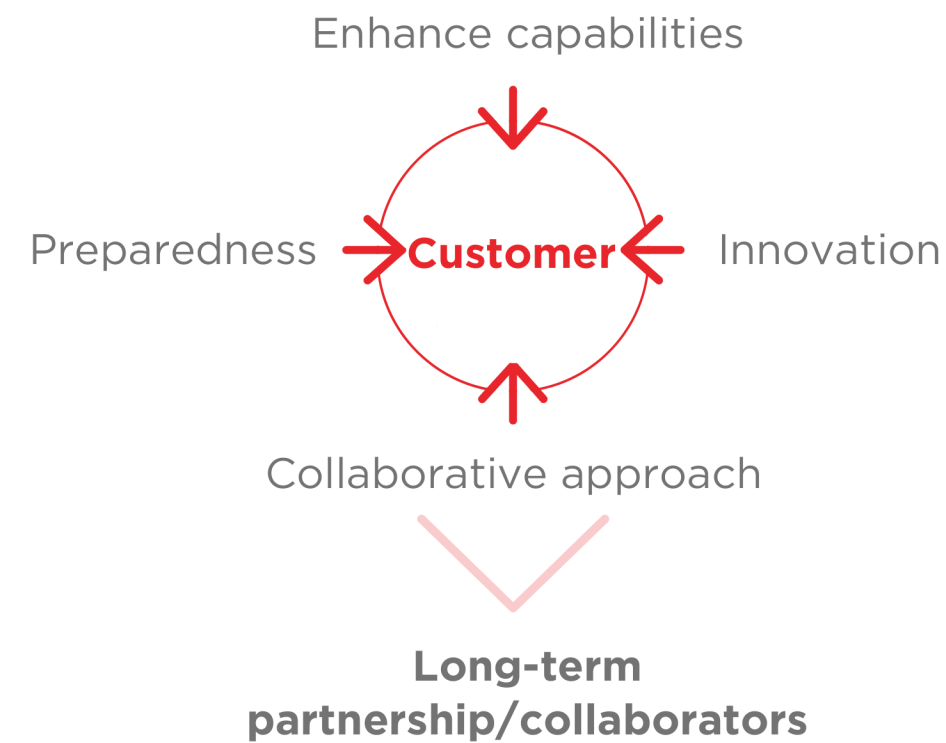


# Translate into messaging

## Ensure your unique point of view is visual and textual

By collecting insights and observing the way the business functions, the most important, unique and personal aspects of each part of your business can be identified. Visualize this for each business differently, and then translate it into messages that the brand can drive. These messages will translate into your unique point of view, with proof points to validate your view.

*Taking the example of the manufacturing business further, the customer experience point of view defined through interaction with key leaders, observations and inferences could be translated like this into a visual and textual representation.*



**Solutions that**  
Exceed customer expectations

**Focused on**  
Customer delight

**By ensuring**  
Consistency in approach

### **Customer focused**

#### **Delight**

We hold the belief that strong relationships can create true customer delight

#### **Unified vision**

We prioritize not just our customers, but also our customers' vision for their own customers.

#### **Preparedness**

We consistently innovate to stay ready to meet evolving needs

### **Experience**

#### **Feedback loop**

We listen, analyze, and act upon feedback to make informed enhancements to our delivery

#### **Customization**

We promise a specialized program management team for every client to ensure their satisfaction

#### **End to end support**

We are the only company in India to provide support to our customers from concept to creation

# 02

## Use your new POV messaging to start driving content

### Make your thoughts leading ones

Crafting thought leadership content across various mediums is a strategic endeavor that hinges on the art of conveying a unique point of view effectively. Leaders aspiring to build their image must ensure that their messaging resonates authentically with their audience, aligning with their interests and challenges.

The content should not merely showcase expertise, but also offer valuable insights and solutions. Consistency in tone, style, and messaging across mediums fosters a cohesive and recognizable brand identity. Getting the content right is the linchpin for building true thought leadership, as it solidifies a leader's position as a go-to source for industry insights and innovation.



# Add personality

## Build a layer of uniqueness on top of your substance

It is important to be consistent in the tonality of the content being published. Defining this at an early stage will help ensure you attract the right type of audience and that the audience is clear of how you speak and what you stand for.

This can be a mirror of the brand tonality or an extension of different facets of a leader's own personality, different than or similar to the corporate brand. This includes defining a brand archetype and describing your tone.

*Here is a representation of archetype and tonality for a leader.*



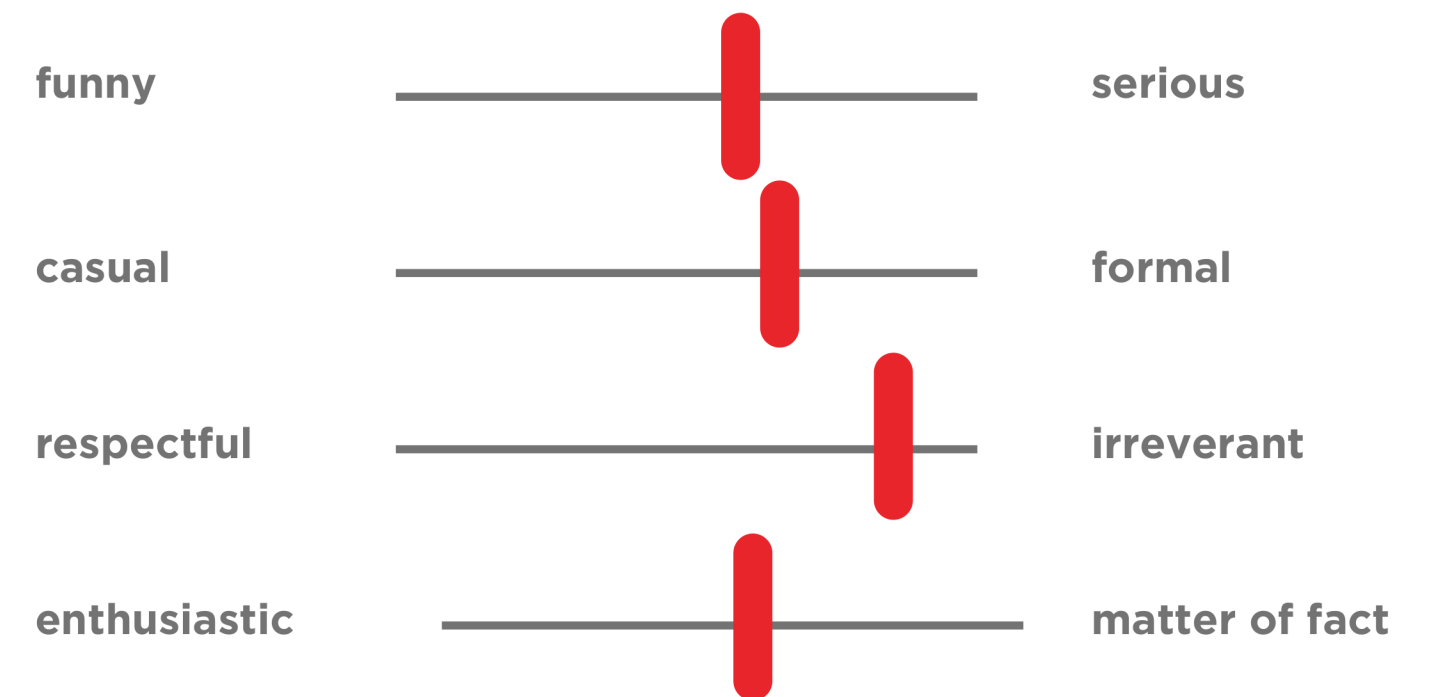
### Primary brand archetype | Magician



The environment today needs magic. Magic connectivity, device availability, integration and simplicity. That's how bad the problem is.

When the actual situation is just the opposite, we have the solution; therefore, we are the magician.

### The tone of voice





# Find the right level

## Understanding the type of content and its evolution

Thought leadership takes time, and for leaders who are not already publishers, it is important to first start engaging and connecting with content in the space of your expertise.

Once a momentum, steady audience, and community engagement builds, it is the right time to bring out your most differentiated point of view of the industry.

And then use it to lead thoughts in the industry and own this mind space.

**Lead:** Unveil your own perspectives and point of views on the aspects of the business and your industry to start dialogue and inspire thoughts.

**Create:** Use existing content and perspectives available to create your own content across multiple formats. Use your own words to explain existing concepts.

**Curate:** Start to engage, comment and share perspectives that exist around the point of view that you want to champion and start dialogue with your community

**Absorb:** Observe and study the content being published related to your point of view and industry to engage with it and understand other existing point of views.



# 03

## Take your content to the right people through right channels

### Propagate your point of view

Selecting the right channels, format, and approach for deploying thought leadership content is a strategic imperative, as it directly influences the reach, impact, and resonance of the message. These choices should align with the characteristics of the target audience, considering their preferences, habits, and where they consume information. A nuanced evaluation of mediums based on reach and cost-effectiveness is crucial, ensuring optimal allocation of resources.

Thought leaders must continuously assess the evolving landscape of communication to adapt their strategies, leveraging the above right mix to effectively amplify their unique perspectives and maintain a meaningful connection with their intended audience.

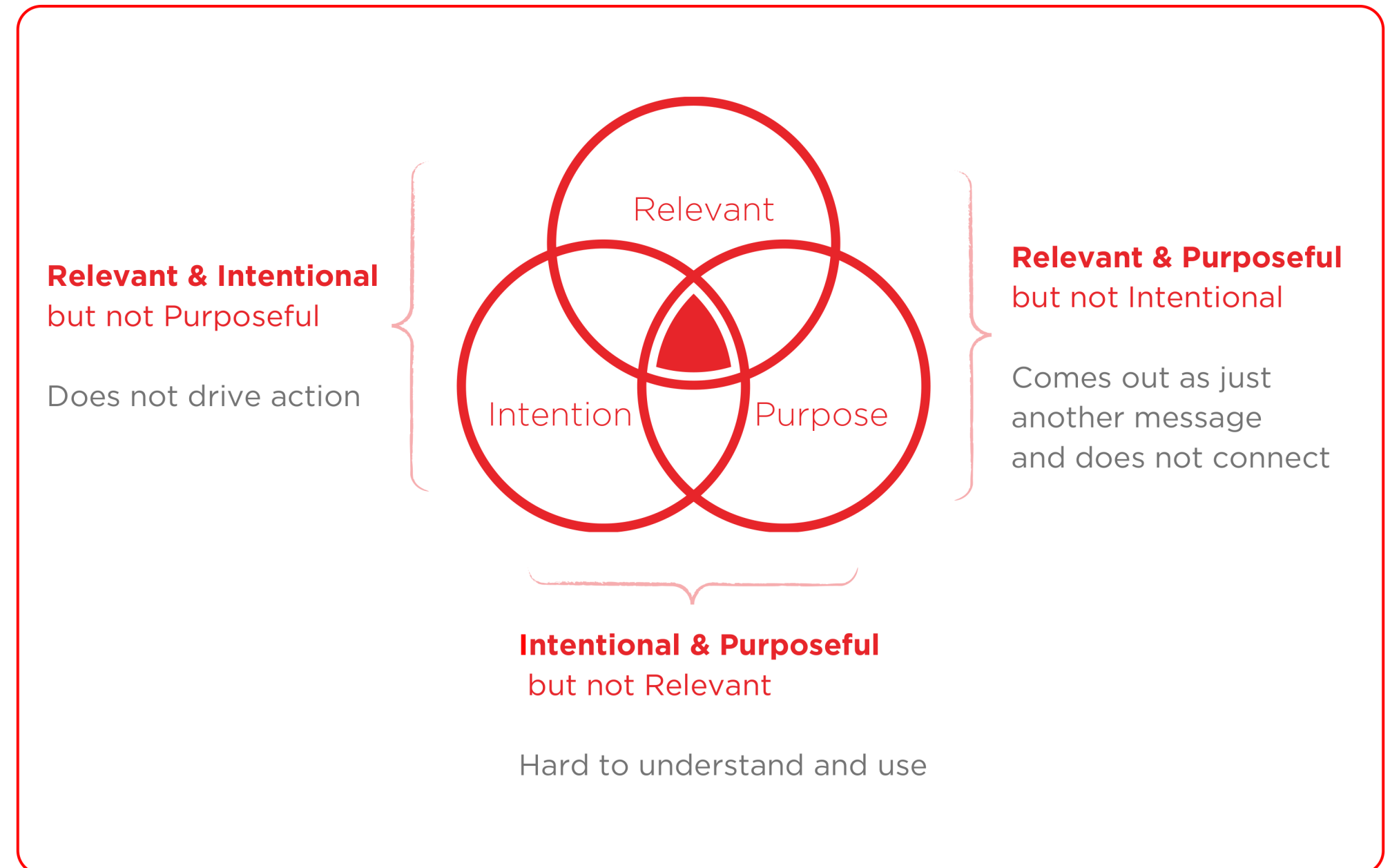


# The right mix

## Intentional, Relevant, & Purposeful

Thought Leadership communication needs to be intentional, relevant, and purposeful if it intends to convey messages that are not only clear and engaging but also resonate with the audience, fostering meaningful connections and driving desired outcomes.

This is true not only for the message, but also the channel and the format. The more relevant and intentional one gets, deeper is the connect with the audience. It also enhances engagement as people can relate to it and respond. Additionally it allows trust-building to take place enabling action towards the desired purpose



# L<sup>3</sup> Approach of Evaluation & Enhancement

**Continuously enhance relevancy, intentionality, and purposefulness**

**Listen** to your audience regularly

**Learn** from what is being spoken around you

**Leverage** the learnings to enhance your message



## Marathon, not a Sprint

**Understand what works for your audience and stick to it**

Thought leadership fails for many reasons.

The most common is picking a strategy that is too difficult to continue for a brand and its leaders.



### Frequency

How often can we commit to creating and publishing content?



### Type

What type of content are we most comfortable creating at first?

**Thank You!**