READY TO BE A THOUGHT LEADER?

PRESENTED BY:
DENISE BROSSEAU

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What Is a Thought Leader?
Change Agents

Inspire

Innovate

Replicate & Scale

Build Fans & Followers

Influence Sustainable Change
What If?
Why Do YOU Want to Be a Thought Leader?
Why Be a Thought Leader?

- Influence
- Impact
- Career Insurance
- Income
- Legacy

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Question

Where Do You Start?
Pen Your Venn

Credibility

Commitment

Experience

Thought Leadership Intersection Point
Find Your Imperative

Katie Orenstein’s OpEd Project
Nurture Your Inner Lion
Be Discoverable
How can you be more discoverable this year?
Occam’s Razor

Avinash Kaushik, Google

Content Creator
Amplifier

Dr. Nadine Burke Harris

MONSTER OCTOBER 2014

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Convener

Van Ton-Quinlivan

Pacific Gas & Electric and California Community Colleges
Chip Conley, Joie de Vivre

Create Frameworks

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Other Options

- Curator
- Supporter
- Idea Generator
- Advisor

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How are you going to take the next step?
Thought leadership is not about being known, it is about being known for making a difference.

Where will you make a difference?
1. Be more ‘discoverable’ this year
2. Help your colleague, team or company be more ‘discoverable’ this year
3. Help me be more ‘discoverable’ – leave a review on Amazon or invite me to speak.

CONTACT ME:
To join my mailing list and receive my Thought Leadership Manifesto and worksheets to help you accelerate your thought leadership journey.

FIND ME:
denise@ThoughtLeadershipLab.com
www.thoughtleadershiplab.com
www.Facebook.com/thoughtleadershiplab

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