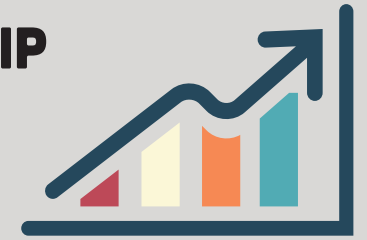


5 Prerequisites to Strategic Thought Leadership

MARKET LEADERSHIP THROUGH THAUT LEADERSHIP



5. ORCHESTRATE CAMPAIGN AT SCALE

YES

FALL SHORT OF CRITICAL MASS OF MARKET INFLUENCE

NO

4. GENERATE PERSUASION TALKING POINT

YES

UNABLE TO MOVE MINDS TO NEW PLACE

NO

3. CREATIVE LEADERSHIP AS A SERVICE

YES

COULD GET DISRUPTED INSTEAD OF BEING THE DISRUPTOR

NO

2. UNDERSTAND HIGH LEVEL MARKET THINKING⁽²⁾

YES

MISMATCH = ROADBLOCK

ARE YOU CHUNKING INFORMATION TO WHAT THEY CAN ABSORB?

AVOID MIS-MATCHING THEIR VALUES SO YOU RESONATE WITH WHAT'S IMPORTANT.

... OR NOT BUILDING RAPPORT BY ACKNOWLEDGING THEIR CURRENT BELIEFS?

ACKNOWLEDGE THEIR SENSE OF IDENTITY IN RELATION TO WHAT YOU DO.

(2) High Level Market thinking includes prospects' Skillset, Values, Beliefs, Identity, and Core Purpose.

1. TAKE CUSTOMER POINT OF VIEW⁽¹⁾

YES

LOSE MARKET RAPPORT THROUGH "ALL ABOUT US"

NO

(1) Taking Customer Point-of-View implies seeing your marketing as a service to prospects who pay with their attention and engagement. Design it from the outside-in to add value.

INTENT: GROWTH THROUGH MARKETING

