## WRITE LIKE A THOUGHT LEADER



The virtual workshops

BY RHEA WESSEL

Turn your experts into thought leaders

### TRAIN YOUR EXPERTS TO WRITE LIKE A THOUGHT LEADER

The world is full of subject-matter experts who have great ideas for tackling the biggest problems in society and business, but many of these experts remain unseen and unheard.

What could your business be like if you unleashed the knowledge you already have and developed your experts into thought leaders? If you are in HR, L&D or communications, you can give your experts what they need to become more visible experts.

Often, subject-matter experts get tunnel vision and cannot express themselves in writing to a wider audience.

It's an irony: Those who know a lot are not being heard, while people with little expertise hog the microphone. Go figure.

At the Institute for Thought Leadership, we're out to flip this dynamic on its head.

#### WELCOME TO A UNIQUE TRAINING OPPORTUNITY

At the end of our workshops, you get:

- Experts who are excited and enlivened because they have identified their thought-leadership niche and know how to articulate their ideas
- Experts who have a new list of great story ideas to write about the business
- 4-6 first drafts of articles written in the thought-leadership style for your LinkedIn page, website or blog

YOU RUN A KNOWLEDE-BASED BUSINESS, BUT YOUR EXPERTS ARE NOT BEING HEARD?



# WRITE LIKE A THOUGHT LEADER THE WORKSHOPS

We want to empower your experts – your entire workforce – to become thought leaders. consultants, accountants, scientists and entrepreneurs.

This is a unique training opportunity already valued by experts around the world, including chartered financial analysts, How do we do it? We help your experts write like a thought leader.

### THREE STEPS TO THOUGHT-LEADERSHIP WRITING

**FIND IT** 

To write like a thought leader, first you must define your thoughtleadership niche.

**FRAME IT D** With your n

With your niche identified, now it's time to branstorm story angles that will help you find new ways to express your ideas.



step 03

#### FLESH IT OUT

Write an article born of your thoughtleadership niche. Framed like a journalist would do it, the story addresses your clients' problems.



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WHAT MAKES SOMEONE A THOUGHT LEADER? LEARN MORE AT INSTITUTEFORTHOUGHTLEADERSHIP.COM

### WORKSHOP 1: FIND IT

## Find your thoughtleadership niche

#### Discover your thought-leadership niche and your core ideas (1.5-3 hours)

In the first workshop of the series, we will help you identify and crystalize your thought-leadership niche and begin articulating the ideas you and your company want to be known for.

Mastering this challenge of discovery along with peers is your crucial first step.



<u>See our blog:</u> Why you should write like a thought leader

### YOUR THOUGHT-LEADERSHIP NICHE



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### WORKSHOP 2: FRAME IT

## Frame your stories to make your core ideas fresh and memorable

#### (1.5-3 hours)

Craft a list of story ideas born of your thought-leadership niche.

Discover how to generate narrative kernels from key ideas and extend them dramatically with a technique we call story framing.

Today's online audience has an average of eight seconds before it is distracted – how will you earn their attention?

Our second session concentrates on finding storylines that will connect with a wider audience so that your expertise is heard and received among the widest possible community.

"UNDERSTAND-THE-PROBLEM" STORIES "EXPLORE-THE-SOLUTION" STORIES OPINION PIECES PERSONAL-IMPACT STORIES TYPES OF THOUGHT LEADERSHIP STORIES "WHAT-IF" STORIES "BEST-PRACTICES-OF" STORIES

> CALL US TODAY to book your workshop

### WORKSHOP 3: FLESH IT OUT



## Write your first draft of a thoughtleadership article

#### (2.5-3 hours)

In the praxis-oriented third workshop, your experts will write their first draft of an article that addresses the urgent problems of your clients and prospects. They will apply their new skills to write one of their clearest and most useful articles yet.

Together, these sessions enable your experts to ideate, develop and deliver like a thought leader. Your experts will no longer be stuck in the language of their niche.

They will become adept at communicating to a broad audience of the informed and uninformed.

### Let your ideas take the lead.

#### **Participants:**

Individuals from the following companies have participated in workshops:

- Max Planck Society
- Goldman Sachs
- Deutsche Bank
- Möhrle Happ Luther
- PIMCO
- Allianz Global Investors
- Accenture

## THE STORY CLINIC

As part of the workshops, your experts have the chance to visit our Story Clinic. There we offer personal coaching sessions about the big picture of the story your expert is writing, such as structure and story angle.

#### Here's how it works:

- Subject-matter experts book 1 hour Story Clinic sessions with a personalized link
- They join the one-on-one Zoom call with a professional journalist to discuss an idea they want to develop

THE SESSIONS ARE DESIGNED TO HELP PEOPLE IMPROVE A PARTICULAR STORY OR TEXT FROM A STRUCTURAL AND WRITERLY POINT OF VIEW.

Since the Story Clinic is staffed by writers around the world, it is open 24/7.

#### We provide:

- A storyline health check
- Feedback on structure
- Suggestions for more use of natural language



### CALL US TODAY to book your workshop

## Why train your experts to write like a thought leader?

When you produce content through agencies, ghostwriters or even content farms, it is possible to get decent stories, but you may not get authentic stories that really move the conversation forward. This style of content creation is the "agency" model – e.g. it is done for you.

If you teach your experts to write like a thought leader, you are using "enablement" as your model. With enablement, your stories will **stand out**. In contrast to millions of other stories, yours will be:

- driven by your experts' purpose and mission
- framed to highlight new solutions to complex problems
- be engaging to read because they're authentic and based on personal experience

Along with relationships, your company's knowledge is the most valuable thing you have.

DON'T DISLOCATE YOUR EXPERTS BY OUTSOURCING THEIR THINKING AND WRITING.

### CALL US TODAY to book your workshop

## Our sales and content team



Alma Quiroga Sales Americas +57 316 445 6804

Alma uses story as a tool for creating long-term organizational change. "I love to empower leaders to connect with their organizational story and use narrative intelligence."



Stefanie Nürnberger Content Support +49 173 296 5736

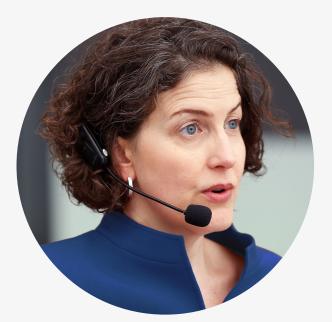
Stefanie loves ideas and concepts and loves to read lots of different works. "I use this input to connect dots and create my own concepts and stories."



Natalia Skoczylas Events and Marketing +49 163 928 7108

Natalia is a political scientist and journalist who has done research for a collective intelligence company. "I use storytelling as a research tool and for social and political intervention."

Contact us to book your workshop today. team@ institute for thought leadership.com



### Your host -Rhea Wessel

"Thought leaders aren't born. They're made."

Rhea Wessel, the author of the upcoming book Write Like a Thought Leader, has unique insight into the contemporary content dilemma of companies in Europe and North America.

A US native based long-term in Germany, Rhea has decades of writing and research. know-how across major industries and organizational areas. She is convinced that the current model of farming out content to agencies is broken. It not only leads to wasted energy, time and costs, it also leads to stale content. Instead, companies could have stories written in the thoughtleadership style. These are stories in which an expert satisfies his or her burning need to share an idea or solution for the pressing problems of clients and prospects. Rhea has created a story-finding system and series of workshops to transform subject-matter experts into the authors of their own content for the world's widest business audiences.

When experts are enabled to write like a thought leader, they become engaging and exciting to audiences, such as those on LinkedIn. Rhea is committed to bridging the age-old disconnect between those who know a lot but cannot communicate well, and those who can communicate well but don't know a lot. This new platform will revolutionize how we shape and share the ideas that drive the new global economy.

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## What people are saying



David, BIL Consulting "I learned the strategies to write good articles and also how to convey my thoughts in a comprehensive way."

#### Robin, Leadership Coach

"I liked the structure, flow and mix of exercises, and the time we had in the breakout was so useful. I feel clearer about my angle and lead."





Learn more about the workshop in an interview conducted by CFA Institute **instituteforthoughtleadership.com** 



Dozens of Chartered Financial Analysts have taken the Write Like a Thought Leader Workshop.

## **The Content Conundrum**

Companies that already have a thought-leadership strategy know that they need their subject-matter experts to give their content the appropriate depth. Your company may already insist on interviews led by journalists who then ghostwrite stories for your experts.

### Information vs. Knowledge

Even though this is a quicker route to a better story - and far better than content purchased from a factory - it skips a fundamental step in the process of turning information into knowledge. To turn information into knowledge, experts need to externalize it themselves in writing. Not have this done for them. That is the only way to new understanding that leads to new ideas.

By enabling your experts to write like a thought leader, you not only fuel your content, you gain a different perspective on your existing knowledge that can lead to breakthrough ideas. The knowledge economy is about ideas and relationships. You've already got the relationships, but you've got to be constantly coming up with new ideas.

Our methods help you access your best ideas and then:

- crystalize
- systemize
- and realize your ideas.

In short, we guide your experts to discover their next BIG idea - one that is born from their thought-leadership niche.

CALL US TO BOOK YOUR WORKSHOP TODAY.

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