

# Write Like a Thought Leader –

Workshops 1, 2 & 3

By Rhea Wessel for Accenture



# What we did

# Overview – What we did

## **Workshop 1 – Find it**

We defined thought leadership

Participants articulated their thought-leadership niche

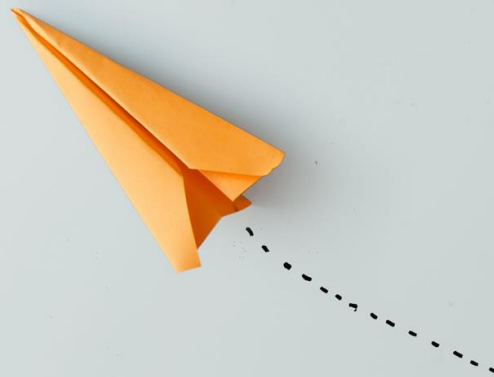
## **Workshop 2 – Frame it**

We did a live story-finding demonstration

Participants created a list of story ideas for themselves

## **Workshop 3 – Flesh it out**

Participants wrote a first draft of a story born of their thought-leadership niche.



Write like a thought leader

# Learning outcomes – Page 1:

- Articulated the core problems faced by your audience
- Articulated the solutions you have to meet their problems
- Learned how to generate story ideas for articles that meet the needs of your audience

## **Learning outcomes** – page 2:

- Learned how to explore and capture your best ideas
- Understood narrative techniques for expressing ideas with emotion and dramatic tension
- Articulated the value of what you do

## Learning outcomes – page 3:

- Learned strategies to deal with the “judge” in your head who puts you in doubt about your ideas and writing
- Connected dots within your own work to get a new view on what you do
- Learned narrative strategies for simplifying complex ideas

# Participants' Thought Leadership Statements

# Dominik Zurbuchen's Thought-Leadership Statement

*"I want to be seen as an authority in IAM Strategy for leaders in CSPs, because I would like to create business/project opportunities within this area and start discussions/interactions with clients, which will help us grow our CMT footprint in ASGR and allow myself to make a step in my career."*





# Daria Hoehener's Thought-Leadership Statement

*"In Accenture, I want to be seen as an authority in decision-making based on data/analytics because I am passionate about improving ideas and concepts based on data-driven insights which will enable me to work with thought leaders."*



# Participants' Story Ideas

# Dominik's Story Ideas

*-Why IAM should be on the strategic agenda of every CSP leader*

*-IAM as a key enabler for great user experience*



# Daria's Story Ideas


- *How boards of directors can use artificial intelligence for strategic decision making*
- *Cyber security decisions in board of directors need to be based on facts, not on gut-feelings*
- *It's time for boards to prioritize predictive analytics transformations in human resources*
- *Make the world a more customer friendly place: Create a seamless user experience with web analytics*



# Example story written in the workshop

# Jana Kolly's story

[Algorithms come with power – and responsibility](#)

 **Jana Kolly** • 1st  
Strategy & Consulting | Accenture | Data Analysis | Machine Learning | Mathemati...  
4mo • 🌐

Through [Accenture](#), I had the chance to participate in [Rhea Wessel's](#) "Write Like a Thought Leader" workshop. During this workshop, I was able to practice wrapping my thoughts and ideas into a story.

The outcome is my first short article, where I talk about the dilemma of data cleaning and the responsibility that comes with using algorithms.

If you are interested, have a look !

[#DataAndAI](#) [#data](#) [#dataethics](#) [#machinelearning](#) [#accenture](#)



**Algorithms come with power - and responsibility**

Jana Kolly on LinkedIn • 5 min read

We all know: Data is the new oil. If you have data, you have power. Since big data, machine lear...

👍👍👍 40

5 comments • 1 share



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**Stephan Schneider** • 1st

Managing Director at Accenture

4mo ...

Outstanding thought leadership! Fully agree that data needs to be cleaned before feeding the machine. Great job [Jana Kolly](#)

# What people are saying

*“The overview of different types of stories and writing was very valuable. It was also good to understand different types of headlines so I can create my own convincing headlines.”*

*“The discussions in the group were really helpful, especially the Q&A”*

*“The workshop made me realize the importance of putting thoughts into written words. This is something that needs a lot of training :)”*



*“After this workshop, I want to put more thinking into finding my thought-leadership niche. We all have learnt a lot, for me especially at university, but it takes hard training to be able to break down the complexity and be able to get the attention of a broad audience.”*

*“The workshop made me aware that in the past I convinced myself that I will never reach a big audience as my subject seemed too specific and maybe also a bit boring. But the workshop showed me that I should not just lean back and accept this but invest more time into finding topics with which I can reach a broad audience. And I think I already found a good starting point during the workshop :)”*

Thank you



# Rhea Wessel

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