

HOW TO ARTICULATE VALUE



The virtual workshops

BY RHEA WESSEL

Train your **experts** to talk **value**

ARTICULATING YOUR BUSINESS VALUE STARTS WITH ARTICULATING YOUR PERSONAL VALUE

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 and their ideas remain unseen and unheard.

What could your business be like if you unleashed the knowledge you already have and trained your experts to articulate the value you create in an accessible way?

WHAT MAKES YOUR OFFERING DIFFERENT?

Often, subject-matter experts get tunnel vision and cannot express themselves in writing to a wider audience, much less for a pitch or proposal.

It's an irony: You may have the solutions your clients need, but you may not be going to market with them because they have not yet been articulated by the business. **Sometimes, articulating what you offer is just as difficult as creating that offer.**

At the Institute for Thought Leadership, we're out to make sure your best ideas get articulated by training you to do so with the language of story. We enable you to clarify and express your ideas in new ways.

WELCOME TO A UNIQUE TRAINING OPPORTUNITY



THE NEXT BIG IDEA FOR YOUR BUSINESS WILL NOT COME FROM MARKETING. IT WILL COME FROM YOUR SUBJECT-MATTER EXPERTS. TRAIN THEM TO ARTICULATE IT.

THE WORKSHOPS: OVERVIEW

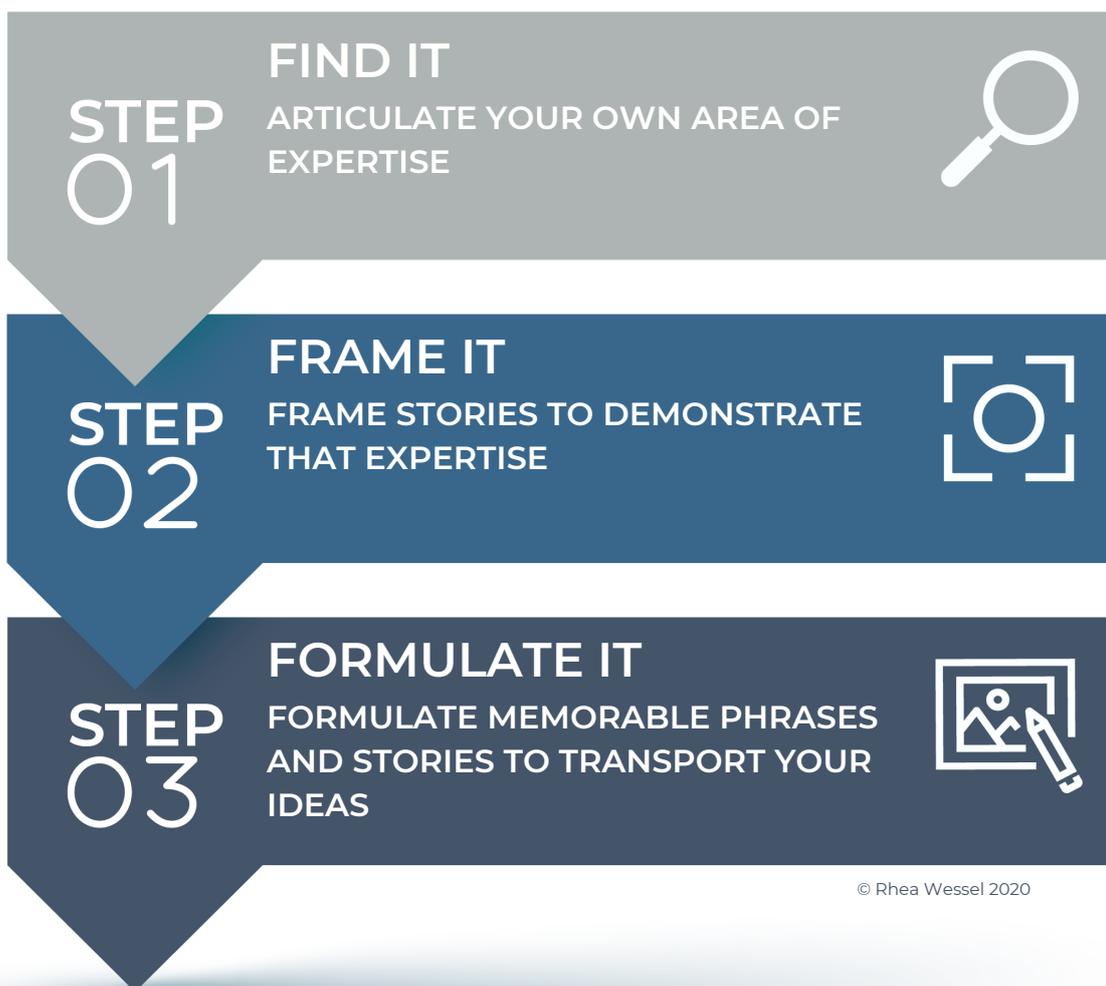
We want to empower your experts – your entire workforce – to become thought leaders who can articulate new ideas to grow the business and manage uncertainty.

This is a unique training opportunity already valued by experts around the

world, including chartered financial analysts, consultants, accountants, scientists and entrepreneurs.

How do we do it? We help your experts articulate their own thought-leadership niche and develop stories around that niche. By doing so, they practice articulating value.

THREE STEPS TO VALUE ARTICULATION



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Business is about ideas and expression. Most experts are strong on the ideas and need support on their expression.
We serve as the midwife to your best ideas.

HOW TO ARTICULATE VALUE: THE WORKSHOPS

Some things your team can produce in our workshops:

- The "customer problem" text (under 300 words)
- The unique value proposition text (your company's unique "what" - under 300 words)
- The "big idea" text (under 100 words)
- The "secret sauce" text (your company's "how" - under 100 words)
- The value shifts you're selling (list)
- The "here's our deal" text (under 300 words)
- The pitch executive summary (under 1,200 words)
- The "offering origin story" (under 200 words)
- New intellectual property
- A project name or metaphor

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 for the next pitch
- Experts who have a new list of great ideas to pursue to turn them into new products and services or into blogs
- First drafts of texts that can be used in your next pitch, such as those that articulate the client's problem or your unique solution

WORKSHOP 1 - FIND IT: ARTICULATE YOUR OWN EXPERTISE



Find your thought leadership niche

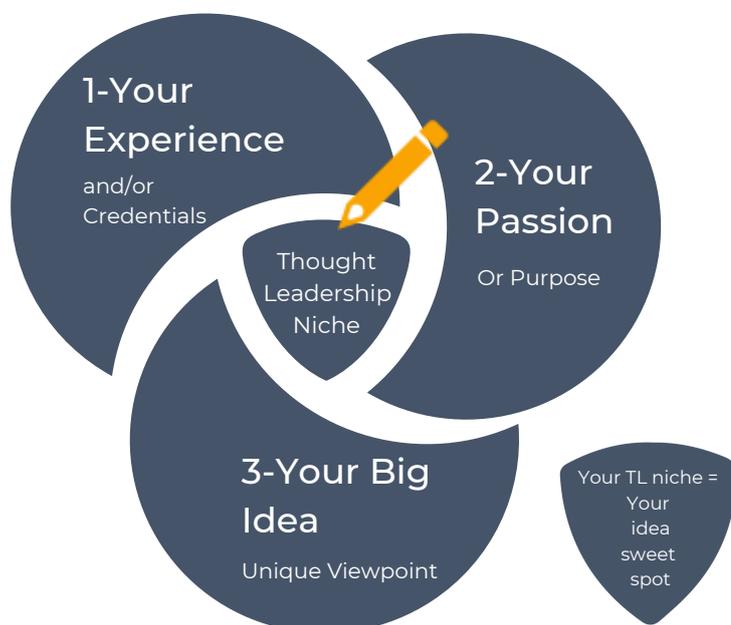
Discover your thought-leadership niche
and your core ideas (1.5-4 hours)

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. Articulating your own value as a team member or entrepreneur is a crucial first step.



See our blog:
Why you should write
like a thought leader

YOUR THOUGHT-LEADERSHIP NICHE



WORKSHOP 2 - FRAME IT: FRAME STORIES TO SHOW YOUR EXPERTISE



Make your core ideas fresh and memorable

(1.5-4 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.

Our second session concentrates on finding solutions to your clients' problems (e.g. storylines) that you can use to better position your offering.

Did you know? Some companies are naming value-articulation champions inside teams. It's their job to communicate with the client about what your company does for them. Value articulation is the name of the game.

Participants:

Individuals from the following companies have participated in workshops:

- SAP
- Max Planck Gesellschaft
- Goldman Sachs
- Deutsche Bank
- Möhrle Happ Luther
- PIMCO
- Allianz Global Investors

WORKSHOP 3 - FORMULATE IT: CREATE MEMORABLE PHRASES AND STORIES TO TRANSPORT YOUR IDEAS



Write a draft text or create a piece of IP

(2.5-4 hours)

The writer Mark Twain once quipped about having to write a long letter because writing the short one would take too much time. That's right: Articulating your ideas and the value you deliver in short and snappy language is hard work that takes time. But it is possible to turn fuzzy ideas into clear, concise text.

In the praxis-oriented third workshop, your experts will write their first draft of a pitch component or article that addresses the urgent problems of your clients and prospects and highlights your company's solutions. They will apply their new skills to write a text that can find its way into your next pitch, video, brochure, client call or story.

Together, these three sessions enable your experts to ideate, develop and deliver **clean and clear ideas** that position your company as a thought leader.

Your experts will no longer be stuck in the language of their niche: They will be enabled to articulate value.

**Let your ideas
take the lead.**

THE IDEA CLINIC

As part of the workshops, your experts have the chance to visit our Idea/Story Clinic. Here we offer personal coaching sessions designed to help your experts articulate the value of your offering in a clear and concise way.

Here's how it works:

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

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

We provide:

- An idea/storyline health check
- Feedback on structure, clarity and conciseness of the resulting text or phrases
- Suggestions for more use of natural language/making ideas parallel

The sessions are designed to help people improve a particular story or text so that it is in near-publishable form.

Story Clinic



Open 24/7

Book a free demonstration here

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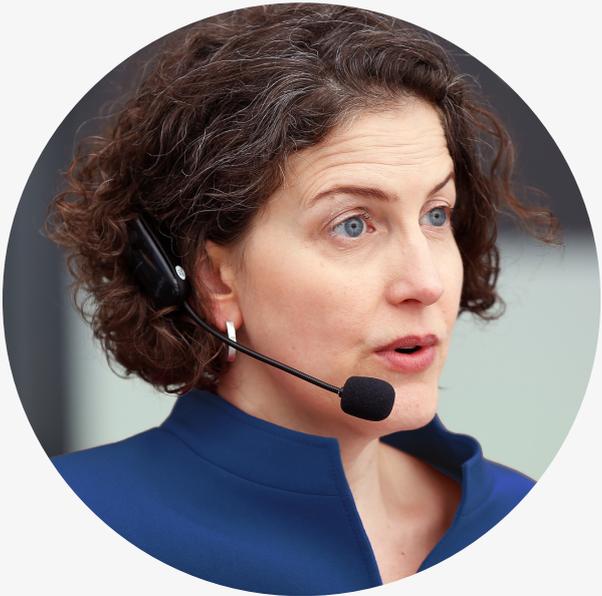
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Your host - **Rhea Wessel**

"By capturing and framing your best ideas, you can grow your business to new heights."

Rhea Wessel is Founder and Head of *The Institute for Thought Leadership*. A former finance and tech journalist, she is now focused on advising emerging thought leaders and pitch support. Rhea helps individuals and companies identify their thought leadership niche, articulate ideas around that niche and tell better stories. As a journalist, she wrote thousands of stories for magazines and newspapers, including the Wall Street Journal, The New York Times and CFA Magazine.

One of her features appeared in the book *The Best of Newspaper Writing*. In her work for companies, Rhea has written and edited thousands more stories about more than 40 industries. She has worked for companies such as Accenture, Roland Berger, Allianz Global Investors, BASF and Siemens. Rhea is a graduate of Columbia University. She is American and fluent in the German language.

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What people are saying



David, BIL Consulting

“I learned the strategies 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.”



Got questions?

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