



Thought Leadership

CREATING YOUR MOVEMENT



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# Thought Leadership

## Session 1

What is thought Leadership?

Session 1 will cover the following content and concepts.

### Introduction

- What is thought Leadership?

### The Content

- The difference between traditional leadership and thought leadership.
- Meet a few Canadian thought leaders.
- Program overview

### The Concepts

- Understanding the difference between traditional and thought leadership
- An overview of what thought leadership is and how it works
- An overview of the program
- Worksheets to prepare before session 2

## Introduction – What is thought leadership?

Thought leadership is a method of marketing which you can use to solidify yourself as an expert and authority in your industry, profession or community. The goal is to create a movement that will change the way people think. As your movement grows, you can position yourself to initiate changes on a national, international or even global platform.

The rewards of thought leadership do not come overnight, but it is worth the effort. If done right, it will give you the credibility you need to build a successful business or movement, catapult your career to the next level, or become the go-to person in your industry, community or profession. Most importantly, it will give you the potential to make a real difference, be recognized and gain the respect of your peers. This program will set you on the path to becoming a true thought leader.

Over the next three hours I'm going to introduce you to a concept known as thought leadership, and by extension thought leaders. We will be discussing what it is, who they are, why we need them and why you might want to become one. We will look at an overview at *The Thought Leadership Program* being offered to the CIBN Excalibur Club.

Remember, a journey of 1,000 miles begins with just one step!

## The Difference between Traditional and Thought Leadership

If you are already in a position of leadership, you may be wondering how the two are different. The quickest test would be to look at traditional leadership characteristics and compare them to the characteristics of thought leaders.

### Traditional Leadership

Leadership can be driven by image, for example, a leader can have followers simply because he has charisma, is good at what he does, is popular, has a reputation for coming up with creative ideas or has a leadership position, like the captain of a sports team.

Leaders also tend to be following a known path. They see what needs to be accomplished, make a specific plan of action and mobilize a team around those plans.

Generally, leaders are judged by how efficiently they achieve the stated goal. If the goal was to win a sporting event, like the Stanley Cup, and that was not achieved, this would be considered by many followers to be a failure of leadership.

Don't agree?

Think of Wayne Gretzky or Babe Ruth; what is the main image that comes to you? It is most likely to be an image of winning rather than an image of leading.

To be a leader is to lead people on a journey, along a known path, towards a predictable and foreseeable outcome. To be successful you need only provide your followers with a smooth journey and the anticipated outcome.

A leader is one who knows the way, and shows the way.

John C. Maxwell

## Thought Leadership

A thought leader is someone who can inspire others, drive innovation and new ideas in their industry, profession or sector. Thought leaders can be individuals as well as corporations. The mark of a true thought leader is their ability to come up with a better way of doing things and to be able to explain why this way is better. The primary goal of thought leadership is to bring a higher level of thinking to strategic problems.

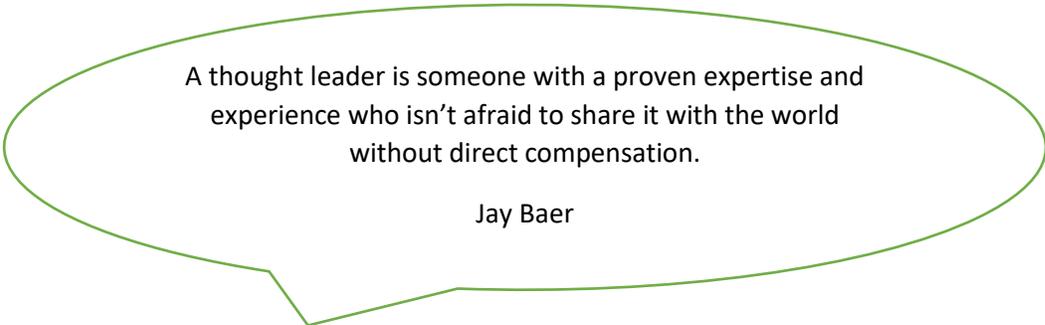
Effective thought leadership is carefully thought out, planned and researched. It is unique enough to capture the attention of the audience, engage, inspire and ultimately drive them forward to action.

Thought leaders are value driven. They are committed to a goal, they model that goal and work towards ensuring that every person has a chance to achieve it as well. They are working towards a long-term and sustainable change for the better. They are selfless; once the commitment has been made, they are willing to pitch in and go the extra mile to bring value to their audience. They are fearless. Success is not measured by whether they achieve their goal on the first try or with their original plan. If one method doesn't work out to the best advantage, then they come at it in a different direction. They keep developing their ideas until their vision is brought to reality, continually updating with new and innovative ideas.

Since they are not driven by traditional leadership ideas around success or failure, they welcome the views of others. If someone in the group has a plan that will push the group forward in a more timely or innovative manner, they are very likely to discuss those ideas and incorporate the successful ones into the mix.

Thought leaders are not looking for followers; instead they are looking for people who can catch the vision and move it forward – with or without them in the leadership role.

To be a thought leader is to have an idea. An idea that is so compelling and innovative that others will catch the wave and help you to accomplish its implementation. There is no measurable success or failure of the idea because it's dynamic and abstract. It will likely change its form and content many times before you, as the thought leader, come to the end of its journey. Once the work is complete, something will exist that will be better than it was, or perhaps it will merely exist where there was nothing before.



A thought leader is someone with a proven expertise and experience who isn't afraid to share it with the world without direct compensation.

Jay Baer

## Meet a few Canadian Thought Leaders

In my experience as a professor and business development strategist, I have noticed there are two basic types of people who want to become thought leaders.

The first group is in the “what’s in it for me?” category. They believe it will make them famous, bring them wealth or it’s just part of the game. In my humble opinion, this is the polar opposite of what thought leadership is.

The second group is made up of regular people who through experience, education or even karma find them self in a place where they have an “ah ha” moment that forever changes who they are and how they see the world. They walk away with the feeling that they have this knowledge or have had this experience that they want to share.

This second group is authentic and willing to take the risk that others may not find their stories compelling enough to join them on their journey.

As an example, here are the stories of three ordinary Canadians who found an idea and are using it to change people’s lives. Please visit their websites for the complete version.

Rick Hansen – Man in Motion Tour/ Rick Hansen Foundation

<https://www.rickhansen.com>

In 1973, Rick Hansen, then a teenager, was involved in a motor vehicle accident that left him a paraplegic. In an afternoon, he went from being a sports enthusiast of the highest degree, to what must have seemed like a life sentence of being confined to his wheelchair.

Over the next few years, Rick learned that there was a full and rewarding life available to him, even from the confines of his wheelchair. In the late 1970’s Rick becomes the first person with a physical disability to graduate with a degree in Physical Education.

By 1985, Rick decided to show the world that being a paraplegic does not have to limit the things you can do with your life. He begins the Man in Motion Tour, a journey around the globe to prove the potential of people with disabilities and raise awareness for accessibility.

Heather Reisman – The Love of Reading Foundation

<https://www.loveofreading.org>

Heather Reisman has many thought leadership projects under her hat. My favorite is the Love of Reading foundation she started in 2006. Its mission is to enrich libraries in under-resourced public schools. Since its inception, the Indigo Love of Reading Foundation has provided over \$20 million to high needs schools in Canada.

Brenda Milner – Referred to as “The founder of Neuropsychology.”

<https://www.mcgill.ca/about/history>

Brenda Milner is a professor in the Department of Neurology and Neurosurgery at McGill University and a professor of Psychology at the Montreal Neurological Institute.

She is referred to as the founder of neuropsychology and has proven an essential key in its development. Her current work explores the interaction between the brain’s left and right hemispheres. This past July, she celebrated her 100<sup>th</sup> birthday. Unbelievably, she still oversees the work of her staff of researchers!

#### **Just a few key points to keep in mind:**

- If you are a leader, you can take the step into thought leadership
- Your knowledge, experience, and expertise has prepared you for this challenge
- It’s up to you to determine what direction you wish to take
- If you are pursuing this for authentic and selfless reasons the rewards can include making an impact in your world, becoming known as a person of influence and an increase to your income levels
- Since you will likely leave a foundation for others that follow to build on, this will help you over time to establish a strong brand both for yourself and for your business

## Thought Leadership Program Overview

### Thought Leadership – Planning Calendar and Outline

The Thought Leadership Program will offer the following:

- Six sessions of thought leadership strategies (\$5,000 Value)
- Six workbooks (\$2,000 Value)
- Thought Leadership Reading Club (Priceless)
- Question and Answer sessions (\$600 Value)
- A speaker series – featuring local thought leaders (\$4,800 Value)
- A FaceBook Group (Priceless)
- Reviews – Up to 4 hours of content reviews (\$6,000 Value)
- An overview of content marketing strategies (\$3,500 Value)
- Seven steps for landing speaking engagements (\$2,500 Value)
- **Bonus** session on selling and speaking from the stage (1,500 Value)
- Email templates for speaking engagements and guest blogging proposals (\$1,600)
- Total Value over \$27,500

Each week you will receive focused training in Thought Leadership, during your live training session. Take a look at what's in store for you.

### Session 1: Thought Leadership

What is thought leadership and how does it differ from the traditional leadership role.

You will start laying the foundation for your thought leadership role. We will be examining what you do, your interests and passions, credibility and commitment.

During the week you will be gathering information to create your core leadership blueprint.

## **Session 2: Establishing Your Brand**

During this session, we will examine social media platforms. Do they reflect your strategy and your brand? We will use the detailed descriptions of your credentials and business/career accomplishments to build and implement a series of personal branding strategies.

Having a social media presence is imperative to establishing your brand. We will, therefore, laser focus on your niche and your followers.

Who are they? What do they do? How did they find you? Who will be your critical supporters during the early days of your movement?

## **Session 3: A study in the process of thought leadership**

Starting with this session, we will begin to look at the thought leaders around us.

We will begin our speaker series of local thought leaders, as you are listening to this series examine their movement and their process. Be prepared to ask questions, to learn from them.

During the week, we will provide you with the book club reading list. You will choose a thought leader whose movement speaks to you. Later we will have a roundtable discussion on the various thought leaders our group has examined. Be prepared to introduce your choice to the group.

## **Session 4: Preparing your movement**

During this session, we will draw on the information and knowledge you have built so far to begin to create your movement.

During the period of session four, we will develop a plan for taking your movement public. Submit your pieces early and often for review, by the end of session five you need to be ready to go public.

## **Session 5: Reaching your audience – ready, set, launch!**

Now that all the groundwork has been prepared its ready to go public and reach your audience!

Get involved with the social media platforms that your followers use. Attend in-person networking events, use speaking opportunities to your best advantage, produce webinars and eBooks for your audience, activate your blog and do guest pieces on the blogs of other influencers.

Test the blueprint that you have been developing over the previous sessions. There is still time to perfect your message.

## **Session 6: Your movement – driving change and innovation**

What is thought leadership and how does it differ from the traditional leadership role.

You will start laying the foundation for your thought leadership role, by examining what you do, your interests and passions, credibility and commitment.

During the week you will be gathering information to create your core leadership blueprint.

Beginning with session two each session will also include a question and answer period as well as a roundtable discussion. These will give you an opportunity to review your progress in the program, clarify any areas of uncertainty and ensure you are on track for the successful completion of this program.

A thought leadership speaker series will run throughout the program. This series will introduce you to local thought leaders, their movement and their experiences in building it.

“A thought leader is someone who creates something before people realize they need it. Best example, of course, is Steve Jobs. Richard Branson too.”

Guy Kawasaki

*Please use this series of worksheets to find your driving passion and put yourself in the right creative space to find your uniqueness and use it to help and serve others.*

What do you do? Describe your work experience, training, your credentials, your expertise and those special things that are uniquely you?

18 horizontal lines for writing.











What really makes you angry or breaks your heart?

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Is it something that wakes you at 3am?

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What would you like to do to change this?

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What is it that you really want to accomplish?

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Which social media platforms are you currently utilizing?

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*Please bring the completed worksheets to the next session.*

