



THE THOUGHT LEADER

HOW TO DRIVE YOUR INDUSTRY CONVERSATION

JON LoDUCA

WHY WE NEED THOUGHT LEADERS

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WHY WE NEED THOUGHT LEADERS

CHAPTER

it's a different world today.

We live by a 24-hour news cycle where information is king. The trouble is, information abundance trumps substance. With the constant bombardment of messages of every kind, the speed and pace of life has brought meaningless complexity. It makes us ask: Where is truth? And who really knows how to find it?

The world is in need of visionaries, individuals who see a path ahead and have the sense of obligation to share what they know. Today, we need courageous thinkers who have the capacity and the audacity to lead the way forward toward a new destination. These Leaders have the character and vision to fight for what they believe in — something we sorely lack in our leaders today. These are the Thought Leaders, the master change leaders and communicators of every age.

A Thought Leader is an individual who speaks with an authentic, passionate voice, a maverick who not only is known for radically changing thoughts or ideas about a particular industry but by thriving in it too. They engage others with inspired action that uplifts people, industries and nations.

Thought Leaders are also masters of communication and market positioning. They leverage their podium to attract attention and captivate their audience with the substance of their message and the power of their ideas. If they are in business, their notoriety can mean great exposure for their brand, allegiance from clients, the attraction of talent onto their team, and certainly, interest from prospects seeking more than a mere product or service.



Thought Leaders address the complexity of their times. They articulate a problem and offer a novel approach to solving it. They have the skill and passion to communicate and are able and willing to help their audience move forward. And thereby, these people create great success.

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WHY WE NEED THOUGHT LEADERS

Thought Leaders come from every country and every era, and rise to the occasion every time they are needed. They are the prophets, inventors, business leaders, presidents and social change leaders. They are the heroes of our national leadership like Washington, Jefferson, FDR and Reagan. They are the great social change leaders such as Gandhi, Martin Luther King Jr., and Mother Teresa. They are also industry innovators like Steve Jobs, Thomas Edison, Henry Ford, and Elon Musk.



1

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WHY WE NEED THOUGHT LEADERS

Such men and women have been tapped on the shoulder and asked to step forward, taking on the challenge of righting a wrong, fighting the giants, or providing an innovative pathway for others. They may make their cause a national agenda. Many do but it's not required. They may innovate a new solution, technology or system. Many do but it's not required. Universally, they step up, grab the podium and lead.

These dynamic spirits move the world forward, and if you are reading this book, there is a good chance you've been chosen to do the same.

This book was designed to help you define what we call a Thought Leader Platform – a powerful message structure for positioning your biggest ideas and communicating them effectively.

This book is not just a tribute to Thought Leaders; it's designed to help you become one.

Every business owner has the opportunity to take the leadership role in his or her industry. They simply need to decide to do it.

**Two questions need to be answered by you
and then you'll find the rest is quite simple:**

1 what's
wrong
out
there?

2 what's
needs to
be done
about it?

If you have an opinion and solutions that work, you have what it takes. Do your ideas need to be innovative? **No.** Do they need to be revolutionary? **No.** Do you need a national platform to share them? **No.** You simply need conviction, a structure for organizing them, and clarity about how to share them.

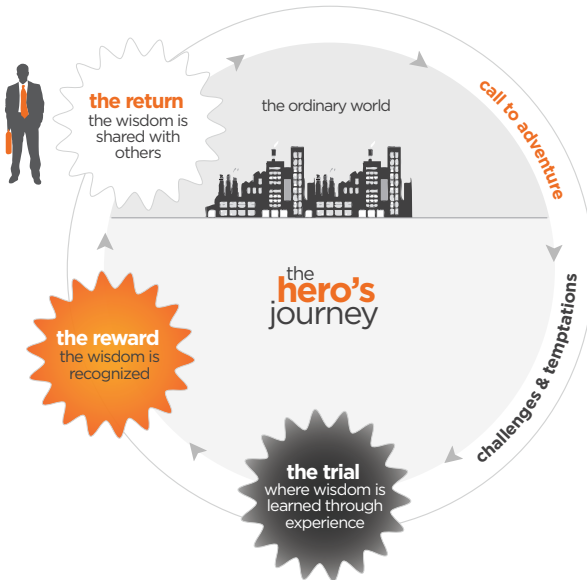
Consider this as the tap on your shoulder.

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CHAPTER

THE NATURE OF A THOUGHT LEADER

To understand the nature of **Thought Leadership**,
it's imperative to first recognize the Hero's Journey structure.



*Inspired by the work of Joseph Campbell



THE NATURE OF A THOUGHT LEADER

2

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the reward and the return home.

Joseph Campbell, a renowned professor of comparative religions at Sarah Lawrence College and prolific writer about mythology, was famous for identifying the unifying human themes spanning history and civilizations. He explained the common threads from oral tradition and mythology throughout human history that consistently spoke the same truths about the human experience. One of the most noted themes he documented was the Hero's Journey: a pattern of narrative that appears in myths and storytelling from Ulysses to Star Wars.

The Hero's Journey
is a call to adventure
where the hero leaves
the world of the familiar
to achieve great deeds
for the welfare of others.

To initiate the adventure, the hero receives a tap on the shoulder. He is called to take on a quest, his Hero's Journey. The hero accepts the challenge: he heads out and slays the dragon, he rises above the temptations and he receives the grand reward for passing his Ultimate Ordeal. A great adventure for sure — but it is the last phase of the journey that really speaks to the heart of today's Thought Leader. With his reward firmly in hand, the Thought Leader begins his return.

the return **the point where he comes back into the world and shares his new wisdom with others.**

Of course, on the journey home he will continue be tested...There are still obstacles to overcome as he helps others see the way through challenges. Whether it's helping those overwhelmed by complexity, harmed by bureaucracy, or challenged by ambiguity, Thought Leaders are simply heroes who have returned home.

If you're reading this book, you may have already accepted your journey. You fought hard, learned much, and you have won great knowledge throughout your career. It is time for your return. It's time to come back from your quest and be of greater service to others. **It's time to lead.**

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HOW TO BECOME A THOUGHT LEADER

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thinker. leader. tribe.

To become a Thought Leader, you need three things:

- 1 | **thinker** | The intellectual ability to see the macro forces at play, identify what is wrong in a situation and the ability to develop a thesis about what is causing it
- 2 | **leadership** | The specific action needed to respond to the problems and move forward
- 3 | **tribe** | A group of people who also experience the problem as you experience it and are willing to follow you toward the solution

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HOW TO BECOME A THOUGHT LEADER

thinker

The first part of being a Thought Leader is the thinking part that's comprised of your wisdom. Thought Leaders are defined as such partly because they can articulate a problem other people experience but can't define. They may have specialist insight or experience to understand the issues, but not necessarily. Sometimes they are outliers and thereby come to unique conclusions that others don't because of their relative ignorance. But no matter how they come to their observations, Thought Leaders look deeply into problems and see them completely. They have the ability to understand more thoroughly than others do about what is happening and why.

So, a Thought Leader needs to be able to define what's wrong. But not just defining it in their mind for personal justification. They must be able to understand why somebody else thinks it's wrong too. Because in order to attract and gather a tribe, a Thought Leader has to have empathy for the difficult circumstances their tribe is facing. And the tribe members have to recognize that their leader sees the problem through their eyes too.

leader

But what makes a Thought Leader a leader and not merely a thinker is the ability to define appropriate action: to forge ahead with clear direction and provide the path for others to follow. Because without the “action” or a constructive response to the problem, a Thought Leader doesn’t exist. Without solutions, you are left with a pundit, a crank or a complainer who cannot see beyond the problems.

A Thought Leader, however, looks at an industry, a nation, a community, or a civilization, and says “This is what is broken. And this is what needs to be done about it.” They can look at the same situation as countless others do but they don’t stop there. Instead they define the problem in terms that others can access and then form a process to address it.

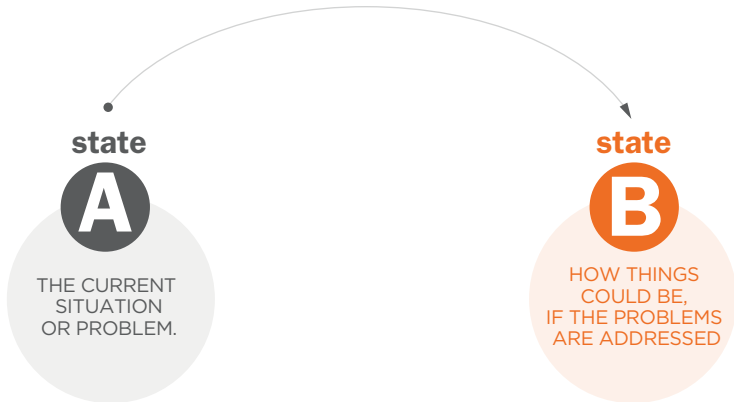
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HOW TO BECOME A THOUGHT LEADER

tribe

Finally, Thought Leaders are not much more effective than academics unless they have a tribe. Instrumental in the equation for a Thought Leader to be relevant is to find, organize and motivate a tribe of listeners. This requires deft skills in communication and an effective platform for getting their message out there. It's not enough to simply have ideas. Thought Leaders find their audience and earn their trust and allegiance by reaching them, igniting them, and providing the specific leadership direction they lack.



the **transformation** model

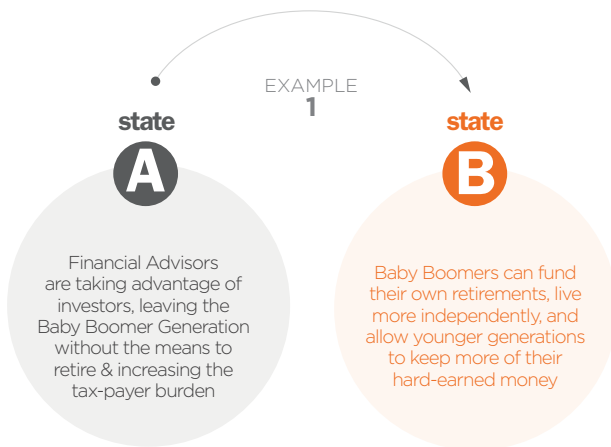
There is a formula for this process and we call it The Transformation Model. The first part is the problem portion. “What is wrong” is what we call **State A**. “What is possible if the wrong is righted”, is what we call **State B**.

3

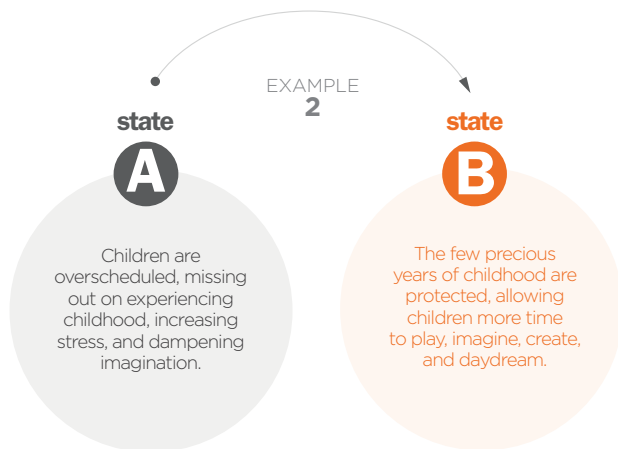
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Acknowledging what is wrong is imperative, but you have to know “what is possible” to make things right: How integrity looks. How fiscally sound politics function. How healthy kids operate in the world.



As a Thought Leader, you have to help others move beyond **State A**, away from the pain and the complexity and transform their situation into a new and better one: **State B**.



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CHAPTER

THE 5-POINT PLATFORM

thought leaders prescribe action.

Working with our Wisdom Link clients over the years, we've developed a results-oriented strategy for activating the inner Thought Leader we call a "5-Point Platform." This simple structure defines the issue, paints the vision moving forward and provides five key actions necessary to move your tribe forward. In doing so, you can provide thoughtful and effective leadership that solidifies the emotional connection between you and your audience. You define the solution that is needed and the structure allows you to share it effectively.

first | define what is wrong |

As outlined in the previous chapter, being the Thinker means you have identified a problem that others see too. Provide the context, explain how it affects others, and even provide the heritage of the issue if it's relevant. This area must be more than fear mongering about a problem or complaining about it. You must provide insight here too. If you see clearly what is happening, share why and how it manifests. Provide some of your unique perspective to allow others to really see it the way you do. Being able to resonate with your tribe means you have to empathize, and empathy stems from insight.

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THE 5-POINT PLATFORM

ar·tic·u·late /är'tikyələt/
Endowed with the power of speech.

second | articulate what needs
to be done about it |

Don't stop at complaining or else you'll be more "Monday Morning Quarterback" than Thought Leader. If you effectively allow your audience to swim around in the problem, you'll activate them emotionally. But then it's your responsibility to paint the picture of State B where we see the change that needs to be made. This part will motivate them, not from fear or disgust but from optimism, positivity and power.

change is good.

third | outline 5 things to enact change |

Last, here's your opportunity to solidify your role as a Thought Leader: provide leadership. If you see what's wrong, you can envision what things could look like; it's now up to you to provide the prescription for accomplishing the goal and achieving the vision. Make it simple. Five is a good number but it's not a rule. The point is to provide an outline of action, not a general theory. Make it simple, make it action-oriented and make it memorable.

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THE 5-POINT PLATFORM

The simplicity of the Five-Point Platform stems from the nature of effective communication: gain consensus about the issue and trigger your audience emotionally. Paint them a picture of the way things could be so they can buy-in to the effort and then give them the tools to achieve it.

In the following chapter we use examples of three renowned **Thought Leaders** and outline how their message tracks to the Five Point Platform.



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steve jobs puts a dent in the universe

A great example of a Five- Point Platform can be shown in the leadership philosophy of Steve Jobs. Walter Isaacson, the CEO of the Aspen Institute, is the author of the biography, Steve Jobs. In a past issue of Harvard Business Review, Isaacson identifies Job's unique five attributes for putting a dent in the universe.

Here's what he outlines:

attribute one | focus |

When Jobs returned to Apple in 1997, the company was producing a random array of computers and peripherals. After a few weeks of product review sessions, he'd finally had enough. "Stop!" he shouted. "This is crazy." He grabbed a Magic Marker, padded in his bare feet to a whiteboard, and drew a two-by-two grid. "Here's what we need," he declared. Atop the two columns, he wrote "Consumer" and "Pro." He labeled the two rows "Desktop" and "Portable." Their job, he told his team members, was to focus on four great products, one for each quadrant. All other products should be canceled. There was a stunned silence. But by getting Apple to focus on making just four computers, he saved the company. "Deciding what not to do is as important as deciding what to do. That's true for companies, and it's true for products."

“Simplicity is the ultimate sophistication.”

attribute two | simplify |

Jobs's Zen-like ability to focus was accompanied by the related instinct to simplify things by zeroing in on their essence and eliminating unnecessary components. “Simplicity is the ultimate sophistication,” declared Apple's first marketing brochure. During the design of the iPod interface, Jobs tried at every meeting to find ways to cut clutter. He insisted on being able to get to whatever he wanted in three clicks. “There would be times when we'd rack our brains on a user interface problem, and he would go, ‘Did you think of this?’” says Tony Fadell, who led the iPod team. “And then we'd all go, ‘Holy***.’ He'd redefine the problem or approach, and our little problem would go away.”

“the whole widget

attribute three | take responsibility end to end |

Jobs knew that the best way to achieve simplicity was to make sure that hardware, software, and peripheral devices were seamlessly integrated. An Apple ecosystem allowed devices to be simpler, syncing to be smoother, and glitches to be rarer. Jobs and Apple took end-to-end responsibility for the user experience. Every aspect of the customer experience was tightly linked together.

Part of Jobs's compulsion to take responsibility for what he called “the whole widget” stemmed from his personality, which was very controlling. But it was also driven by his passion for perfection and making elegant products. It was an approach that did not always maximize short-term profits, but in a world filled with junky devices and annoying interfaces, it led to astonishing products marked by delightful user experiences.

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attribute four | trust your intuition |

When Jobs took his original Macintosh team on its first retreat, one member asked whether they should do some market research to see what customers wanted. “No, Jobs replied, “because customers don’t know what they want until we’ve shown them.” Caring deeply about what customers want is different from continually asking them what they want; it requires intuition and instinct about desires that have not yet formed. “Our task is to read things that are not yet on the page,” Jobs explained. Instead of relying on market research, he honed his version of empathy—an intimate intuition about the desires of his customers.

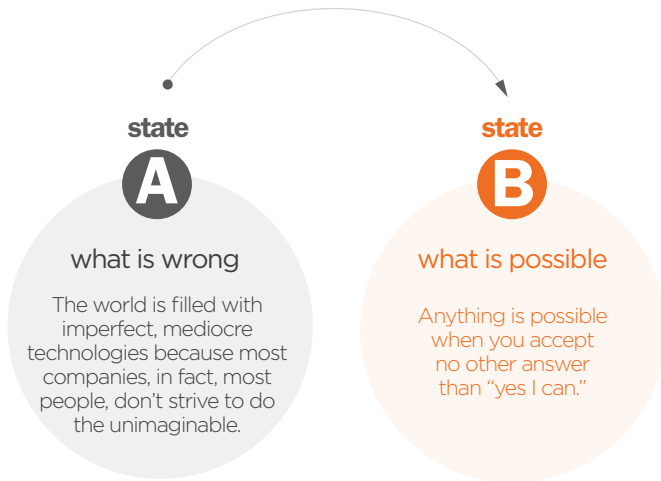
i.yes i.can.

attribute five | do the impossible |

A great example of Jobs' (in)famous ability to push people to do the impossible is seen when Jobs was designing the iPhone. He wanted its face to be a tough, scratchproof glass, not plastic. So he met with Wendell Weeks, the CEO of Corning, the company who had developed "Gorilla glass." Jobs replied that he wanted a major shipment of Gorilla glass in six months. Weeks said that Corning was not making the glass and didn't have that capacity. "Don't be afraid," Jobs replied. This stunned Weeks, who tried to explain that a false sense of confidence would not overcome engineering challenges, but Jobs had repeatedly shown that he didn't accept that premise.

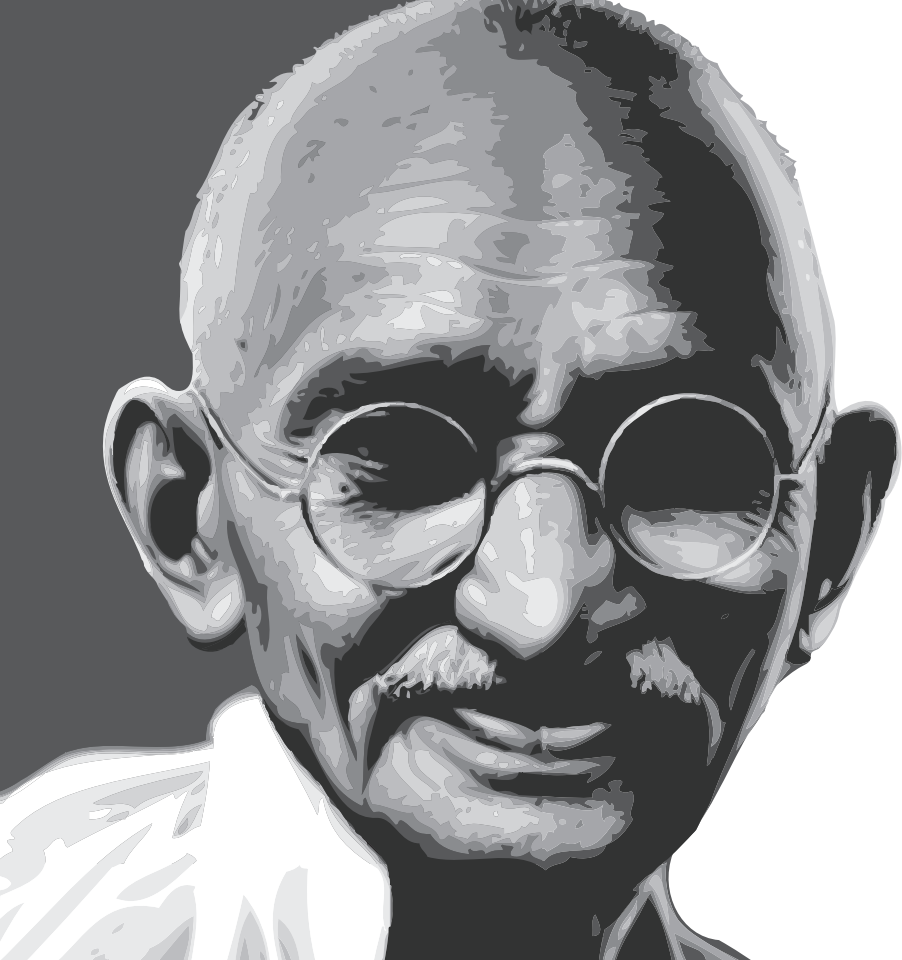
"Yes, you can do it," Jobs said. "Get your mind around it. You can do it." Weeks recalls that he shook his head in astonishment and then called the managers of Corning's facility in Kentucky and told them to convert immediately to making Gorilla glass full-time. "We did it in under six months," he says. "We put our best scientists and engineers on it, and we just made it work." As a result, every piece of glass on an iPhone or an iPad is made in America by Corning.

in summary, here is steve job's five-point platform:



what needs to be done:

- 1 | Eliminate all distractions from the task at hand
- 2 | Zero in on essence of problem
- 3 | Take responsibility: see your vision through until the end
- 4 | Trust and develop your intuition
- 5 | Accept that nothing is impossible



mahatma gandhi and world peace

Mahatma Gandhi's 5 teachings to bring about world peace is another example of a simple Five-Point Platform.

Gandhi's five main teachings reflect a strategy for finding peaceful ways to reconcile differences, and of living in harmony through respect and love for others. A major conflict for Mahatma was the power of force during the heyday of British rein over the world. **His five “Lessons” are the core of his Thought Leader positioning platform:**

lesson one | the power of love |

Gandhi's first teaching revealed that the power of love is a thousand times more effective and permanent than one based on fear.

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*“there are many causes that
i am prepared to die for...”*

lesson two | war causes pain |

His second teaching regarded the indifference of destruction. He believed that even if the causes are perceived as just, a war always inflicts pain and sorrow on everyone.

lesson three | self-sacrifice |

Third, was his teaching about self-sacrifice. Mahatma Gandhi proclaimed “There are many causes that I am prepared to die for but no cause that I am prepared to kill for.” Mahatma Gandhi forfeited his own lucrative law practice in Durban, South Africa to lead a simple life and understand the pain of the powerless and the needs of the destitute in India. His self-sacrifice won over the hearts of many, showing them that he was willing to suffer with them until peace and independence were realized in India.

“We must become the change we want to see in the world.”

lesson four | no to violence |

Fourth, Gandhi focused on any alternative to violence. “An eye for an eye will only make the whole world blind” was his stance. He hated violence more than anything else, and taught that our cultural, religious and political differences are no excuse to hurt or kill.

lesson five | personal responsibility |

Fifth, he taught about personal responsibility. About living your own philosophy: “We must become the change we want to see in the world.”

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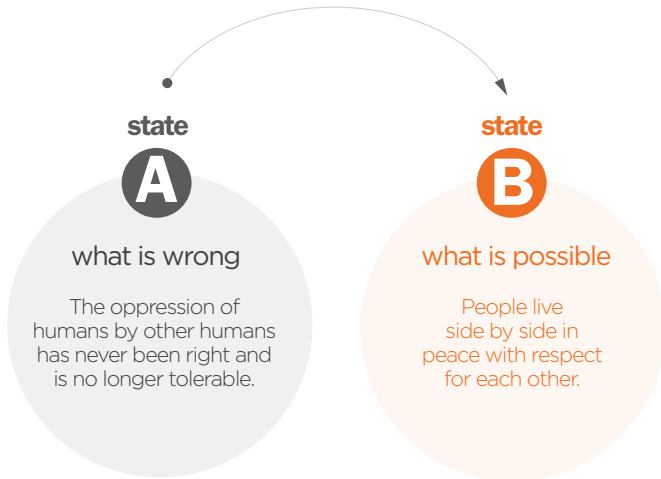
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A thought leader always leads with a life that echoes his ideals.

Mahatma Gandhi sacrificed himself both personally and professionally, adopting a simple life to live among the millions who lived in poverty during his freedom struggle. With his famous Salt March, as a protest against salt tax, he inspired millions to fight for his cause and eventually forced the British to leave India without inflicting harm to any Englishman.

**so, in summary,
mahatma gandhi's five-point platform:**



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what needs to be done:

- 1 | Use the power of Love, not of Fear
- 2 | War and Destruction are unnecessary
- 3 | Self-sacrifice over violence
- 4 | Justice is no excuse for violence
- 5 | Become the change you wish to see in the world



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thomas jefferson and life, liberty and the pursuit of happiness

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness." —
The United States Declaration of Independence

This famous line of Thomas Jefferson's in the Declaration of Independence reflects his beliefs of the blessings of liberty and the ability to live a free and happy life. It also establishes the doctrines that are at the foundation of his thought leadership platform, declaring that an individual's rights come directly from God, not to be trampled by any other man (or monarch).

freedom of speech

conviction one | speak freely |

Jefferson developed the theory of state's rights and was against giving too much authority to the federal government. As vice-president he drafted a resolution against the Sedition Act — which targeted anyone who spoke or wrote in a malicious manner about the president.

As president, he repealed the measure. He believed it to be in direct contradiction to the First Amendment guaranteeing the freedom of speech, and it certainly represented the opposite position of a government ruled by the people.

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CASE EXAMPLES



conviction two | encourage others to follow their beliefs |

One of his most important statutes has stood the test of time: the statute for religious freedom, separating church and state and removing the private rights of religious belief from control and corruption of government.

conviction three | do your duty |

In the years following the Revolutionary War and the birth of The United States, the country was in danger of drifting right back into a monarchy structure. Protecting the rights of all individuals was a new construct. It was Jefferson's belief that running such a country without a strong central power, required its citizens to be responsible, to be involved. He believed it was every citizen's civic duty to aid the state, to resist corruption, and most definitely to vote.

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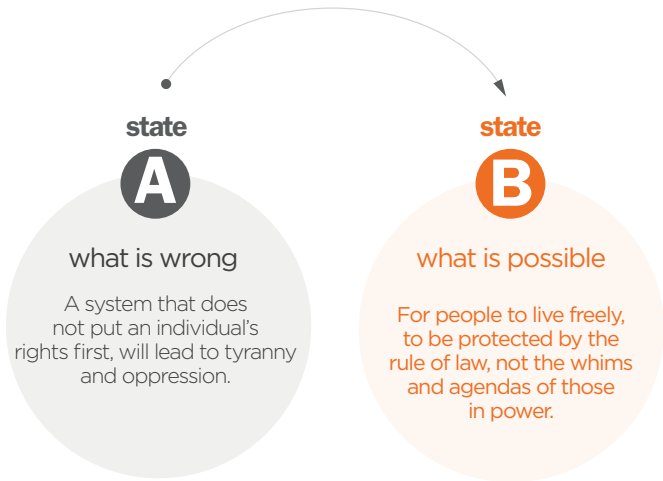
conviction four | be a champion to your cause |

With the Louisiana Purchase, Jefferson understood his actions would result in much more than doubling the size of the United States. Charles A. Cerami, author of Jefferson's Great Gamble, sums it up nicely: "If we had not made this purchase, it would have pinched off the possibility of our becoming a continental power," he says. "That, in turn, would have meant our ideas on freedom and democracy would have carried less weight with the rest of the world..."

conviction five | looking outside of your circle of influence to find results |

As president, Jefferson believed that reducing the huge national debt was paramount in the long-range interests of America. He thought that any government that spent more than it took was headed toward corruption and political ruin — which he evidenced firsthand by his personal observations of the debt-ridden governments of Europe. By his second term the debt was reduced by a third, even taking into consideration the huge expense of the Louisiana Purchase.

so, in summary, thomas jefferson's five-point Platform:



what needs to be done:

- 1 | Speak freely
- 2 | Follow your beliefs
- 3 | Do your duty
- 4 | Be a champion to your cause
- 5 | Look outside circles of influence to find solutions

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HOW THOUGHT LEADERS COMMUNICATE

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the four audiences.

In every example illustrated and with any effective Thought Leader, you must be able to communicate the message effectively and enlist others to take up the cause.

Today's Thought Leaders are no different in the qualities they exhibit to be effective:

- a | You need to have innovative solutions
- b | You need to have passion –
lead by example and be consistent in the message
- c | You need to be able to touch the lives of others.
You cannot lead if you don't understand the problem,
nor can you have the passion for effective change
that inspires others

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HOW THOUGHT LEADERS COMMUNICATE

On the return from the Hero's Journey, effective Thought Leaders don't have to travel very far to effect change. Team culture-building and effective use of marketing platforms can create the necessary engagement with others, whether it's inside a small company or major corporation. Leaders always have followers, and with the right mediums, they can build their following that much faster.

What is important for any thought leader is to stay on point. Don't deviate from the message and don't pull any punches. Thought Leaders communicate consistently and passionately. They "stay on message" like many a political candidate is advised. Deviating from their "platform" can result in a lack of effectiveness.

The audience for business owners is different from that of politicians, but much can be learned from the tactics.

Remember Herman Cain? He was a Republican candidate for president in 2012. Despite his elimination for the party nomination for president, Cain had a very effective message platform. It was, if nothing else, memorable enough to become a lasting talking point beyond his run. “9-9-9” was Cain’s solution to replace all the current tax levels for a 9% personal income tax, 9% business transaction tax and 9% sales tax. While much of the candidate’s rise and fall will be lost to history, Cain’s simple and memorable catchphrase got the media play he sought.

When it comes to the targets of the message, we recommend focusing efforts on four distinct groups:

- 1** | Your Team
- 2** | Your Database of Clients and Prospects
- 3** | Your Centers of Influence
- 4** | The World at Large

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HOW THOUGHT LEADERS COMMUNICATE

1 your team | creating a culture of change |

Sometimes the most neglected audiences are the ones closest to home. It happens all the time. Busy as business owners are, they often fail to “sell” internally to the people who need to understand the most: **their team**.

2 database | the box of gold under your bed |

Your client base is a powerful army that needs to be activated and marshaled effectively. They are your tribe and simply need to know it. For many of our clients we often hear that they are surprised that their customers and clients don't use them for additional services because they don't know what is offered! Whoops! Educate, motivate and cross sell to this group.

Additionally, most successful companies have a portion of their database of prospects that never converted. Were these people given the opportunity to really understand how you think today? When was the last time you were in front of them with your vision about what's wrong in your industry and what you are doing about it? Maybe never?

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HOW THOUGHT LEADERS COMMUNICATE

3 centers of influence | the neglected audience |

Far too often Centers of Influence are neglected. Things started out well then deteriorated for the all-too-common reason that no one was nurturing the relationship. Build a campaign and share your passionate view of things to reignite these relationships or end the ones that lack the vision to connect with you.

4 the world | strangers as friends you haven't met yet |

If there is a vacuum of leadership, then there is a vacuum of leaders willing to stand up and share their message. Give the world a chance to find you by speaking, writing and communicating through mediums that give them an opportunity to find you and your unique brand of insight.

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OUTLETS FOR YOUR PLATFORM

shout it out loud.

On the bigger stage, don't be afraid to get your message out there. There is a broad set of mediums to carry your message to your existing tribe and to expand your audience too.

The first path is to document your ideas and then to consider the delivery of them. Here is an outline of the most popular distribution vehicles for Thought Leadership content that you can employ and our recommended order of development so you can cross leverage the content effectively:

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OUTLETS FOR YOUR PLATFORM

Whitepapers/Articles/eBooks

Start here. A simple article, pamphlet or well-written “manifesto” can literally change the world. Consider Common Sense, Thomas Paine’s indictment of King George and the plight of the revolutionaries was 96 pages long and changed the course of human history, world powers and generations of Americans.

Write your thoughts out, put a cover on it and get it into the hands of your clients, prospects, and centers of influence through email or hand delivery and rouse them to your cause.

Blogging

Start tackling the specific ideas from your article and convert them into short, action-oriented blogs. Consider that the “problem – solution” format of the article can take expanded expression within each blog. Repeat the “problem and solution” part in general and then address a different aspect of the equation with specific actions. And don’t be intimidated here. A blog needs to be no more than 300 words to be effective. Pay-offs? Search engine ranking, readership, and the raw materials for a book!

Social Media

Post your blogs on social media sites and repurpose your content into sound bites (Tweets and posts) to attract people who would like to be a part of your tribe if only they were introduced to it. The most daunting part of social media campaigns is the time necessary for content creation. Solve it with your Five-Point Platform and get the word out.

Book Writing

Not a revolutionary idea but a simple application for the expanded version of your ideas. Write a book and put it into the hands of the people who can get you the exposure you need. Take your blogs, string them together and you've got the content and the general structure to tackle this intimidating task with ease. The book then becomes a calling card, a press release, an email to top clients "here's an advance copy of my book," a door opener for speaking engagements, and countless other applications.

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Public Speaking

Take the condensed version of your idea and it's an instant speech complete with macro issues and tactical activities. Armed with a solid blog following, a book and a unique worldview and you are an instant expert ready to position yourself to whatever platform you are seeking.

Product/Program/Creation

Develop additional revenue opportunities by productizing your ideas into a program, system or process that you can monetize by either aiming it at your client base or by finding licensees within your industry. If your Thought Leadership ideas are unique, actionable, and proven, you have a compelling intellectual capital business waiting to be built.

Internal Culture Communication

Nothing galvanizes the team like a peek inside your head. Leverage your Thought Leader message with your team to better direct them to the bigger issues at stake. Help them understand their part in the overall equation and enable them to participate in helping to change the world through your business.

Team Recruitment

Attract and motivate new team members through the power and effectiveness of your vision. If “being a part of something” matters to your recruits, then your Thought Leadership ideas can help to motivate them or weed out the ones that aren’t inspired.

Remember, many of these communication channels operate synergistically: social media reinforces blogging and vice-versa, so restate your message in all your communication channels and reach out.

Once your message starts to work more effectively, you’ll attract the right audience along the way. It’s like a pinball machine. You’ll always bounce back and get some points.

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8

CHAPTER

CONCLUSION

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.

- George Bernard Shaw

So...Lead forward and tell your truth. Find your core message and develop your Five-point platform. Use the passion within you to make the needed change as you pull others into your cause. **The power of your message can be much greater than you realize.**



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about

Jon LoDuca

Jon LoDuca is a business strategist who helps seasoned entrepreneurs define and develop profitable applications for their intellectual property assets. Jon is founder and president of The Wisdom Link (founded in 2002), an intellectual capital development firm where he's provided strategic and tactical guidance, resources, and end-to-end solutions to over 400 leading businesses in 20 industries. He is also founder and managing partner of **PlaybookBuilder** (founded in 2009), a knowledge management software and consulting services company.

As a trusted advisor to several hundred of the top 1/2% income earning entrepreneurs from across the US, UK and CAN, Jon is called upon to provide leadership, market strategy and the tactical resources to harvest, package and monetize the unique processes and best practices of leading companies.

Jon has been featured as a technology and business leader in Forbes, The Wall St. Journal, Advisor Today and dozens of trade publications. Jon is the author of The Thought Leader, founder of The Wisdom Network - a private community of entrepreneurs, a contributing writer for Capterra, and a sought-after speaker with engagements at MDRT, TED, AALU, TechAssure, Lincoln Financial, Marshberry, AIMWest, NAIFA, and several regional organizations nationwide.