



Thought Leader  
Communications  
Strategic Advisors to Global Leaders

## **Strategies for Becoming a Thought Leader: Lessons from the Corridors of Power**

SpeakerNet News Teleseminar

Pete Weissman, Founder, Thought Leader Communications

### **What is a Thought Leader?**

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### **Roles Thought Leaders Play**

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### **Key Mindsets of Thought Leaders**

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## Three Pillars of a Thought Leadership Program

Pillar 1	Pillar 2	Pillar 3
Your Idea _____	Your Actions _____ _____ _____ Actor vs. Advisor	How You Communicate _____

## Develop Your MoonShot Vision: 5 Requirements

1. \_\_\_\_\_  
Ask yourself:
2. \_\_\_\_\_  
Ask yourself:
3. \_\_\_\_\_  
Ask yourself:
4. \_\_\_\_\_  
Ask yourself:
5. \_\_\_\_\_  
Ask yourself:



### Follow-Up Exercise

Compare your vision to the leading experts in your field.  
Rate your vision on each of the five elements on a scale of 0-10.  
Improve any elements where your positioning falls short.

## Find Your Master Metaphor

What are you describing?

### The Weissman “Frame It, Name It, Own It” Table

Type	Examples
An Evolution (N + 1)	The next step in an established process The Fourth Trimester (Dr. Harvey Karp) The Third Place (Starbucks) The Third Plate (Chef Dan Barber) Bottom Line → Double Bottom Line → Triple Bottom Line
Before or After	Postmodern art, the Post-PC Era (Steve Jobs)
A Cycle	Farm to Table, Cradle to Grave, Cradle to Cradle
A Metaphor	The Cloud; Can you play off that? Ex - The Fog (Cisco)
A System	The Sharing Economy (Airbnb, Uber); The Mesh Economy The Smarter City (IBM); Internet of Things
A Process	Democratization, atomization, De-Ba'athification
A Powerful Player	Big Pharma, Big Data, Military-Industrial Complex
A Symbolic Player	Soccer Moms, Office Park Dads, The Servant Leader
A Descriptive Value	Net Neutrality, Great Society, Fair Trade coffee
An Acronym	DINK, LOHAS

### Follow-Up Exercise

Show Your 3.0



## Questions to Develop your Thought Leadership Positioning

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## Contact

www.ThoughtLeaderCommunications.com

pete@thoughtleadercommunications.com

(202) 333-7383

LinkedIn: <http://www.linkedin.com/in/peteweissman>

Twitter: [@PeteWeissman](https://twitter.com/PeteWeissman)

[@ThoughtLeaderCo](https://twitter.com/ThoughtLeaderCo)