

Thought Leadership: Best Practices

- Offer an opinion on current developments in your field
- Answer a question or share how to do something
- Add context to new developments
- Share experience – technically, organizationally, and anecdotally
- Present new thinking relevant to your profession/sector
- Inform how your expertise aligns to both new developments in your field and next season goals
- Commit. Set aside time to write
- Stay active in professional associations
- Journal
- Hire a speaking coach
- Hire a ghostwriter to organize your content
- Publish/speak at regular intervals
- Be authentic
- Be helpful
- Network. Network. Network!