

# HOW TO USE THIS WORKBOOK

## GETTING STARTED

This workbook is designed to accompany and supplement the book, *Ready to Be a Thought Leader?* (Wiley, 2014) by Denise Brosseau. You'll find worksheets for many of the ideas and exercises in the book. Start with the overview on pages 2-5, then jump into the worksheets. Skip around as needed.

## CHAPTER 1

**Worksheet 1.1 – Identify Your Niche** (page 5): Use this worksheet to identify an arena where your interests, expertise, credibility, and commitment align — your Thought Leadership Intersection Point. If you can narrow and select just one, you'll move more quickly through the other exercises in this Toolkit. You can always change your mind later, but it's important to get started. Don't be discouraged if you've just begun. Instead, use the questions as a guide to show you the road ahead. (See book pages 21-29)

**Worksheet 1.2 – What Are The Reasons To Believe?** (page 6): Establishing credibility in any niche requires a commitment to or passion for that arena, as well as expertise and credentials. Use this worksheet in conjunction with the previous one to refine your niche. (See page 26)

**Worksheet 1.3 – Define Your What If? Future** (page 7): A *What If?* Future (WIF) is a single, simple, striking description or image of the future you want to see. An inspiring WIF can attract followers and galvanize them to take action. Defining your WIF is an iterative process. Your goal is to craft a compelling set of words or images that enrolls other people in the future you envision. (See book pages 29-32)

**Worksheet 1.4 and 1.4a – Context Map** (pages 8 and 9): Understanding the context you are operating in and aligning to the trends around you will allow you to both be more effective and gain followers more quickly. Use this worksheet to think through trends, what is happening in the overall landscape, and what the uncertainties are ahead. There is an example on the following page to help guide your efforts. (See book pages 34-38)

**Worksheet 1.5 – Who Do You Stand With?** (page 10): As thought leaders, we often stand for or work on behalf of others—our tribe. These could be groups of people (e.g., children) or entities (our community or the planet). Use this worksheet to think through who you stand for and what their key issues are, as well as who else might be standing for and working for the same tribe. (See book pages 25)

## CHAPTER 2

**Worksheet 2.1 – Test Your Ideas** (page 11): In order to bring about your *What If?* Future, you'll need to decide what role you will play. Use this worksheet to identify the people who will help you narrow and hone your ideas in order to select the path you will take. (See book pages 55-60 and 75-77)

**Worksheet 2.2 – Gain Additional Feedback & Buy-In** (page 12): One of the wonderful things about new ideas is that there are always a lot of people who are willing to weigh in. Here are some additional options for finding the feedback you need. (See book pages 65-68)

## CHAPTER 3

**Worksheet 3.1 – Map Your Ecosystem** (page 13): Use this worksheet to document your network today and begin thinking about what will be needed as you build out your community. (See book pages 55-60 and 75-77)

**Worksheet 3.2 – What's In It For Them?** (page 14): What motivates others to join your efforts? Once you understand the range of reasons why someone might be willing to join your camp, you can use that information to craft the right message. (See book pages 77-82)

**Worksheet 3.3 – Overcome Objections** (page 15): Most thought leaders are trying to change people's mindsets AND their behaviors. To do that, we must overcome others' objections and bring them on board. Use this worksheet in conjunction with the **Message Template** to begin to think through how you'll go about this in the weeks and months ahead. (See book pages 82-84 and 169-170)

**Worksheet 3.4 and 3.4a – Message Template** (page 16-17): Defining a message that clearly articulates your point of view and engages people to get on board is one of the most important activities of your thought leadership journey. Use this template to think through what you want to say and how to address the questions others might ask. (See book pages 86-89 and 96-98)

## CHAPTER 4

**Worksheet 4.1 – Build Your Personal Board of Directors** (page 18): Everyone needs a team of people – a Personal Board of Directors – who can provide support for their thought leadership journey. Use this worksheet to think through who is on your team today and what you can do to expand and utilize your personal board in the year ahead. (See book page 117)

## CHAPTER 5

**Worksheet 5.1 – Develop a Visual Framework** (page 19): The essential difference between leaders and thought leaders is often the latter's ability to distill their know-how into a replicable model so that others can be inspired and empowered to expand on what they have accomplished. You will use this worksheet to begin to distill your own framework, blueprint or methodology. (See book pages 134-144)

## CHAPTER 6

**Worksheet 6.1 and 6.2 – Define Your Audience and Avatar** (pages 20 and 21): As you begin to think about spreading your message, use these worksheets to better define the demographics and psychographics of your audience(s) and the specific type of person within those audiences that you are targeting. (See book pages 151-153)

**Worksheet 6.3a, 6.3b – Define Your Thought Leadership Brand Voice** (page 22-24): The best brand reputation for a thought leader is being transparent, discoverable, likeable, and trusted -- being someone who provides value to others. These worksheets will help you define your own brand voice and that of your competitors. (See book pages 153-155)

**Worksheets 6.4 – 6.6 – Set Your Strategy, Choose Your Channels, Define Your Social Media Plan** (page 25-27): There are multiple venues for sharing your ideas and expertise. Selecting the right one is a combination of understanding where your audiences expect to find you and identifying those that are a fit with your strategy. Use these worksheets to decide how you will establish yourself as a credible, trusted resource to your community. (See book pages 160-166)

## CHAPTER 7

**Worksheet 7.1 – Set Goals To Measure Your Progress** (page 25): The journey from leader to well-respected thought leader does not happen overnight. We must simultaneously build our credibility, eminence and followership. To stay motivated and on track, use this worksheet to develop a few goal posts along the way. (See book pages 183-186)