

MEASURE YOUR PROGRESS TO DATE

Today's date:

ASSESSMENT

Thought leadership is made up of a lot of different building blocks; you may find you've already made considerable headway in some areas, while in others you are just beginning. Below is an assessment matched with each of the steps and chapters in the book; it will give you a baseline of where you stand today as well as an overview of what you'll be learning in each step.

CHAPTER 1: FIND YOUR DRIVING PASSION

- I can clearly define my thought leadership niche—where I want to be the recognized “go to” person.
- I have a clear view of the future that I'd like to see and bring about.
- I focus on big ideas that inspire and engage others.
- I understand the key trends in my industry or field and align my efforts with those trends.

CHAPTER 2: BUILD YOUR RIPPLES OF INFLUENCE

- I can distill my knowledge, know-how, or past experiences into the kernel of a transformative idea.
- I test my thinking regularly, even newly hatched ideas, in order to find and build even bigger possibilities.
- I have a loyal group of friends, colleagues, or coworkers, past and present, that can and will help me test and implement a new project or initiative.
- I participate in many forums where I can exchange ideas with a wide variety of people inside and outside my organization; I regularly listen to others' points of view and lessons learned and integrate them with my own.

CHAPTER 3: ACTIVATE YOUR ADVOCATES

- I have built a program, project, product, or initiative that has the potential to scale beyond what I can do on my own.
- I enjoy and have the skills to enroll others to adopt my vision of the future and join my team.
- I understand how to build incremental engagement—not just to bring people on board but to get them to advocate my position.
- I have many well-known and well-respected advocates willing to champion my point of view broadly, and I am effective at activating them.

CHAPTER 4: PUT YOUR “I” ON THE LINE

- I believe my ideas are worth sharing.
- I am comfortable stepping into the limelight; I'm not afraid to speak up and share what I know in public forums (in person and online).
- I will risk my reputation, if necessary, to move my ideas or the needs of the community I stand for forward.
- I have put in place support structures to help me move forward despite any naysayers, credit-stealers, and personal challenges that may arise.

CHAPTER 5: CODIFY YOUR LESSONS LEARNED

- I have distilled my experiences and crafted them as universal life lessons that can inform, inspire, and catalyze others to take action.
- I have developed a blueprint, methodology, or framework that others can follow to replicate what I have achieved.
- I have measurable, actionable, and verifiable evidence that proves my ideas are valid and can be replicated.

- I have tested, iterated, and packaged my blueprint into intellectual property that assures its successful replication.
- I have protected my intellectual property with licenses, trademarks, copyrights, or other safeguards in order to maintain the integrity of what's been created.

CHAPTER 6: PUT YOURSELF ON S.H.O.U.T.

- I have honed my writing and speaking skills so that people want to listen to and get on board with what I have under way.
- I have followers that I communicate with regularly (email, newsletter, Twitter, Facebook, LinkedIn) to share resources and lessons learned in order to scale my efforts and initiatives.
- I think about and manage my personal and social brand and guarantee that I am “discoverable.”
- I have a book, white paper, talk, blog, or website where my ideas are codified and through which I inspire others to get on board.
- I attend or convene meetings, roundtables, or conferences, and I speak and network with potential clients, customers, and even critics.

CHAPTER 7: INCITE (R)EVOLUTION

- I regularly audit my impact to see who is commenting, forwarding, re-tweeting, or adopting my point of view.
- I see evolutionary and even revolutionary transformation that has come about as a result of my efforts and those of my followers.
- I have identified ways to pass the baton to fans and followers (books, licensed programs, train the trainers, legislation, or regulations).
- I regularly rest and renew to ensure that I don't burn out.