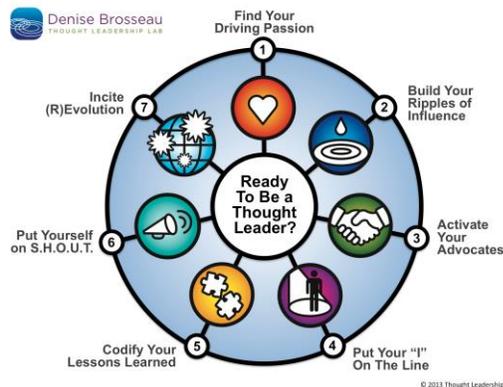


ARE YOU READY TO BE A THOUGHT LEADER?

Thought leaders are the informed opinion leaders and go-to people in their field of expertise. They are trusted sources that move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.

Ready to Be a Thought Leader? How to Increase your Influence, Impact and Success (January 2014), is essential reading for anyone ready to multiply their influence, increase their professional success, amplify their impact far beyond a single organization and industry and ultimately leave a legacy that matters.

In **Ready to Be a Thought Leader?**, author Denise Brosseau, builds on her career as a Fortune 500 technology executive and advisor to Silicon Valley executives to map the path for any successful executive, entrepreneur, professional, or civic leader to become a respected thought leader.



Her 7-step plan includes:

- **Find Your Driving Passion** --identify your *professional sweet spot* by pinpointing the interdisciplinary areas where your expertise and interests overlap with an urgent problem that needs to be solved.
- **Build Your Ripples of Influence**-- take the kernel of an idea to appropriate stakeholders, gather input, identify key trends and then position and leverage that message to tell a bigger story that engages others.
- **Activate Your Advocates**-- identify key champions

and clearly and convincingly articulate the win-win so they choose to use their clout to further your efforts and help you overcome that ping pong game of naysayers determined to stop any transformation in its tracks.

- **Put Your "I" on the Line** -- how, when and why it's crucial to move from "We created this" to "I believe we should go in this direction" to create a singular, focused vision and 'rules for resilience' to help you stay on track.
- **Codify Your Lessons Learned**-- distill your know-how into a replicable model – a repeatable and scalable blueprint - so that others can be both inspired and empowered to expand on what you've accomplished.
- **Put Yourself on S.H.O.U.T.** -- increase your credibility, strategic visibility, reputation and 'discoverability' as a thought leader via speaking, writing, traditional and social media, attending and convening thought circles and strategic networking.
- **Incite (R) Evolution** --how to audit, accelerate and amplify the impact of your efforts and build a sustainable community of followers that will carry forward your ideas while avoiding burn-out.

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