

THOUGHT LEADERSHIP SERVICES



How Source Global Research
can help

Thought leadership services

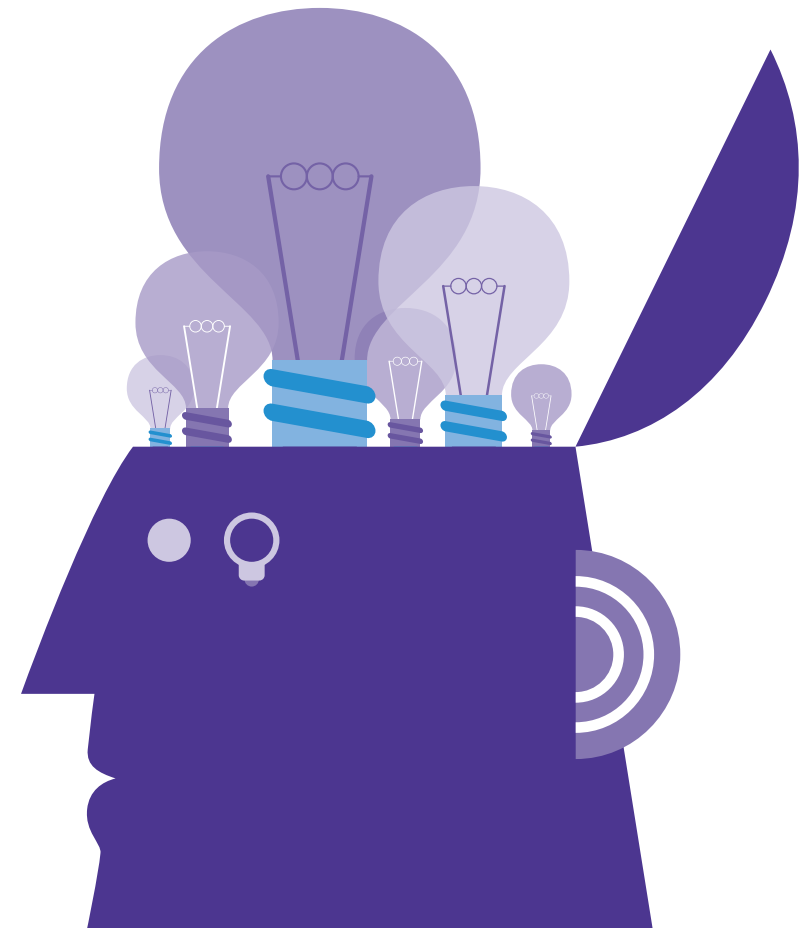
Thought leadership has come to dominate the marketing activities of consulting firms, and with good cause: Our research with clients finds consistent evidence that good thought leadership matters to them, too. It helps them to do their job, to identify where world-class capability exists in consulting firms, and even to shortlist firms for projects. We help consulting firms to create better thought leadership. We look at:

What consulting firms are creating and how good it is. Each year we review approx. 1,000 pieces of thought leadership using our established methodology for assessing quality.

How consulting firms are distributing thought leadership. We analyse the use of a range of formats (e.g., videos, podcasts, and infographics) and distribution channels (e.g., websites, social media, email).

What senior executives think about thought leadership. Through our rolling programme of surveys and interviews, we explore why and how senior executives engage with thought leadership, what they think about it, and what actions they take as a result.

How the best teams create thought leadership. We have a strong understanding of the processes, people, and governance needed to deliver high impact thought leadership.



Why use Source

- We've been reviewing the thought leadership of the world's leading consulting firms for nearly 15 years, and for much of that time we've been advising them about how they can create better, more effective thought leadership

- We conduct regular research with the clients of consulting firms to understand what they think about thought leadership, and apply what we learn to the advice we give

- Our methodology for rating quality in thought leadership is widely accepted as the standard within the consulting industry, and is used by most of the world's leading consulting firms

- Our knowledge of the consulting industry means that we're able to set our work within the wider market context—helping consulting firms to align themselves with the opportunities that exist

- We're fast, efficient, honest and constructive with our feedback

Our White Space portal

Easy-to-search database of competitor content:

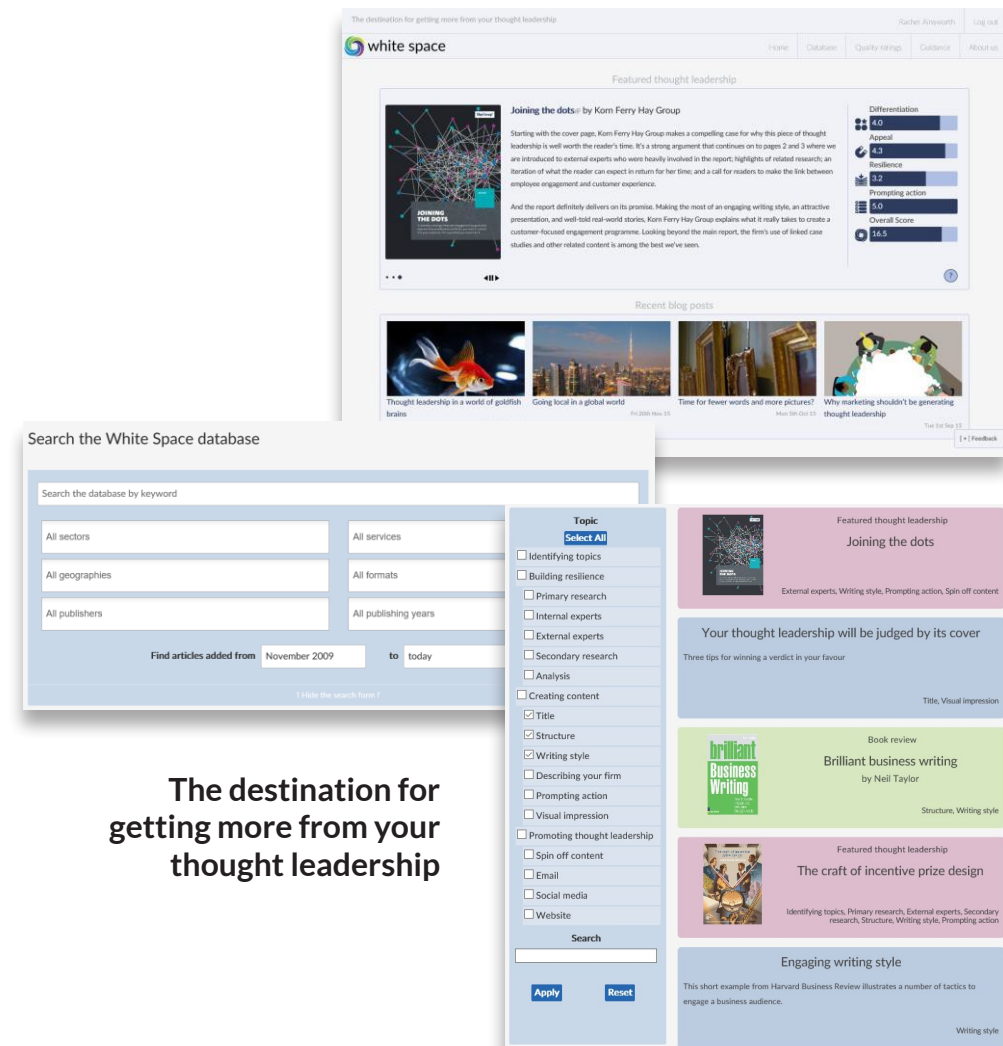
- Competitor analysis made easy
- Set up an alert to receive a monthly update about your area of interest—useful for all partners and consultants, not just those producing thought leadership

Easy-to-search database of guidance:

- Access to Source’s research and analysis
- Includes research, advice, book reviews, interviews with external experts and relevant blog posts

Also includes access to our bi-annual quality ratings.

Firms purchasing access can invite all employees to use this resource.

The destination for getting more from your thought leadership

Our quality methodology

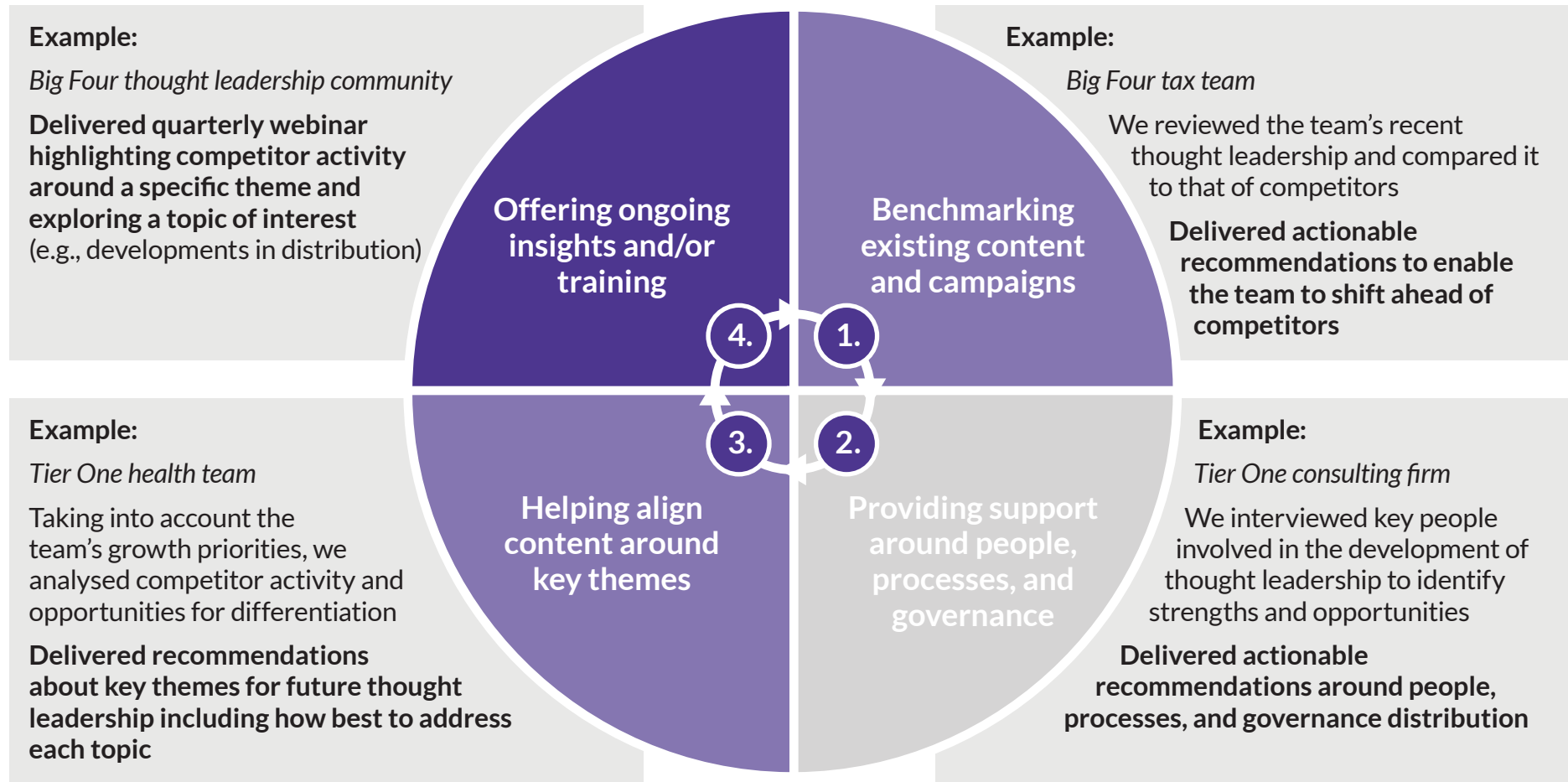
Relationship	We ask:
Differentiation	<ul style="list-style-type: none"> • Is the subject topical? • Is it different to what others are doing—either because of the topic or the angle taken? • Is the article revelatory and/or contrary to prevailing views?
Appeal	<ul style="list-style-type: none"> • Is the reader likely to continue past the introduction? • Does the report look good? • Does the structure and writing style make it easy to read? • Does the report do anything interesting to make the material stick in the reader’s mind?
Resilience	<ul style="list-style-type: none"> • Is there any quantitative and/or qualitative primary research? • Is there any secondary research? • How good is the analysis? • Are internal experts used? • Is the methodology clearly described?
Prompting action	<ul style="list-style-type: none"> • Does the report clearly articulate action steps for the reader? • Does the report give the reader a clear idea of how the consulting firm could help whilst avoiding being a thinly disguised sales pitch?

For every document we review, we give each of the criteria a score between 1 and 5; this generates a total score for each report of between 4 and 20.

We can work with you directly to...

	Ensure that you're set for success	Optimise your content prior to publication	Maximise learnings from each publication	Align, motivate, and train key stakeholders
You...	Tell us who your target audience is and explain your high-level plans for a piece of content	Send us your draft content	Send us your final published content	Tell us who you wish to influence and why
We...	<p>Identify related content from competitors, summarise what we've found, and tell you which pieces you really must look at</p> <p>Offer recommendations—based on this competitor analysis and our thought leadership knowledge and experience—about how to refine your approach for maximum impact</p>	<p>Provide a score using our established methodology, benchmarked against leading firms and thousands of publications</p> <p>Explain what is working well and what stands in the way of achieving maximum impact on your target reader</p> <p>Offer recommendations for immediate action prior to publication</p>	<p>Provide a score using our established methodology, benchmarked against other firms and hundreds of publications</p> <p>Explain what is working well and what stands in the way of achieving maximum impact on your target reader</p> <p><i>Offer overarching recommendations (when we review a portfolio of content)</i></p>	<p>Work with you to develop one or more workshops to align, motivate, and/or train participants around creating high impact thought leadership</p> <p>Deliver an interactive and engaging session—either in person or via webinar</p>
Allowing you to...	Invest in a new piece of thought leadership confident that you have an approach that will lead to success	Make the most of your investment	Learn from what has gone before in order to make the most of future investment	Create and distribute high impact thought leadership with the support and input of key stakeholders
Cost	£2,400	£700 for 1st 5,000 words, £200 per 2,500 words thereafter	£400 for 1st 7,500 words, £200 per 5,000 words thereafter	On request

Bespoke services



Our definition of thought leadership

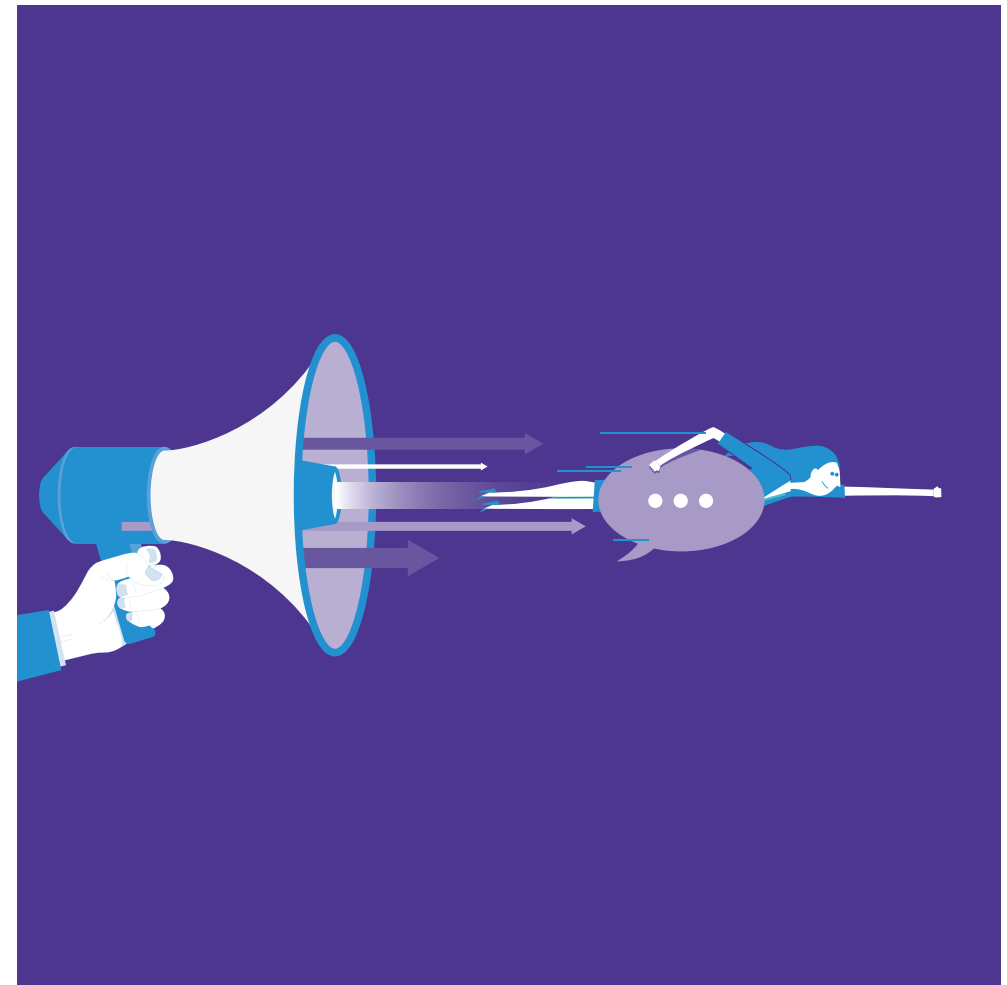
We include content that is:

- Intended to say something new about business, technology, or the economy
 - Positioned by the firm as such
-

We do not include:

- Content obviously designed to sell a particular service or solution
 - Case studies
 - Factual operational guidance
-

To ensure fairness, we apply additional filters to our selection of content for our bi-annual quality ratings.



About Source

Source is the leading provider of research about the management consulting market. Founded in 2007, and with offices in London and Dubai, Source serves both consulting firms and their clients with expert analysis, research and reporting.

At the heart of our research is a model of the consulting industry containing data on several thousand firms around the world. Data in the model comes from extensive desk research and more than 1,000 interviews with senior partners in consulting firms since the start of 2014. All of the data we gather is mapped against publicly available information.

We also carry out large-scale surveys of CXOs and their direct reports, asking for their views of consulting firms. Since November 2015 we've surveyed over 2,500 senior users of consulting services. 48% of people were from firms with more than 5,000 employees (the fact that we surveyed mid-sized businesses as well was a function of the mix of mature and emerging markets we looked at—the latter tend to have more, smaller enterprises).

Independent and influential, Source's research is used by all the world's major consulting firms as well as major media organisations including Bloomberg, the *Financial Times*, and *The Economist*.

The Team

Rachel Ainsworth

Rachel is Source's Head of Thought Leadership Strategies and Solutions and is the consulting industry's leading expert on producing high-quality thought leadership. She has dedicated her time at Source to developing a thought leadership benchmarking framework that has become the industry standard, and she works closely with the world's leading consulting firms to help them deliver high-impact content. Rachel is responsible for Source's web-based White Space platform, which lists more than 40,000 pieces of thought leadership and is a vital resource for anyone who writes, researches, or manages thought leadership.

Rachel brings to Source more than 10 years' experience as a management consultant, having worked on strategic and operational projects across sectors, including financial services, life sciences, public sector, not-for-profit, and manufacturing. Always keen to learn more, she has an MBA and an MA in Education from Stanford, an MEng in Engineering, Economics, and Management from Oxford, and an MA in Counselling.



✉ rachel.ainsworth@sourceglobalresearch.com

Beverley Darbyshire

Bev is a Senior Analyst at Source focusing on thought leadership. Working closely with Rachel Ainsworth, Bev uses her extensive knowledge of what matters most to senior executives in order to help the world's leading consulting firms deliver high-impact thought leadership.

Prior to working with Source, Bev spent 18 years as a management consultant following 18 years in industry. Her consultancy career began with Gemini Consulting where she specialised in the retail sector, working with many of the UK's biggest high street brands in food, fashion, and department stores. She has further expertise in specialist retail and strategic and operational multichannel projects. Bev has an MBA (Distinction) from the London Business School, and in her spare time she is an enthusiastic golfer and a competitive sailor.



✉ beverley.darbyshire@sourceglobalresearch.com

Contact us

For more details on how we might be able to help you please contact Jo Peck at Source.

Email: jo.peck@sourceglobalresearch.com

Phone: +44 (0)20 3795 2676

UK AND EUROPE

Source Information Services Ltd

📍 20 St Dunstons Hill • London • EC3R 8HL

📞 +44 (0)20 3795 2668

MIDDLE EAST

📍 PO Box 340505 • Dubai • United Arab Emirates

📞 +971 (0)52 989 5224

✉ info@sourceglobalresearch.com

🌐 www.sourceglobalresearch.com

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