

2021

# Thought leadership: How we can help





Thought leadership: How we can help

## Your challenge | Our solution

- Professional services firms are investing increasing amounts of time and money on their thought leadership strategy. But far too much thought leadership isn't done well and may even harm a firm's chances of success.
- We speak to senior executives—your target audience—to understand what they want to know more about, and what they expect from thought leadership and other forms of content. Last year we surveyed and interviewed over 3,000 senior executives.
- Our goal is to ensure that you get the maximum possible return from your investment in thought leadership and other forms of content.
- In everything we do, we apply this lens: ***How could this be even more helpful to your target audience in building awareness, understanding, and trust?***





Thought leadership: How we can help

## Our credentials

- **Our research** with buyers of consulting services means that we are able to stand in clients' shoes and view your content from a client view, ensuring that our recommendations reflect the needs and preferences of your target audience.
- **We review over 1,000 pieces of content each year**, providing us with a deep and broad knowledge of the landscape in which you are competing.
- **We have a tried-and-tested methodology** for assessing the quality of thought leadership, enabling us to assess content in a structured and objective way.



### Differentiation:

- Is this piece of thought leadership relevant to me right now?
- Does it tell me something useful that I didn't know already?



### Appeal:

- Am I encouraged to read on?
- Is it easy and enjoyable to use?



### Resilience:

- Can I trust what I am being told?
- Do I know who is writing this and why I should believe them?



### Prompting action:

- Do I have a clear sense of what I ought to do now?
- Will a conversation with this firm be useful to me?



Thought leadership: How we can help

## White Space

White Space is a web-based service, available through a global licence, that provides you with competitor intelligence on the thought leadership landscape. It includes:

- **An easy-to-search database of competitor content**, making competitor analysis easy.
- **Quality ratings reports** that score firms' published content against a client-led set of criteria, enabling you to track the progress of your thought leadership efforts and learn from competitors.
- **“Hot topics” reports based on research** with both users and creators of thought leadership, designed to highlight trends and help you deliver even better thought leadership.
- **Blogs/newsletters** providing our views on current themes and issues relating to thought leadership.
- **Examples of high-quality thought leadership** to provide inspiration.



Thought leadership: How we can help

## Reviews

### Portfolio reviews

- Provide you with a quality benchmark of a sample of your thought leadership catalogue and how it can be improved.
- We use our quality ratings methodology to provide both individual and average scores as well as qualitative feedback on the strengths and weaknesses of your portfolio.
- We also offer actionable recommendations for improvement.

### Campaign reviews

- Provide you with an overview of the quality of your thought leadership campaign and how it can be improved.
- We review the range of content that combines to form a thought leadership campaign, including reports, website, video, infographic, podcast, etc. In addition to our quality ratings methodology, we draw on our criteria for assessing the effectiveness of websites.
- We provide scores and qualitative feedback as well as actionable recommendations to improve the effectiveness of your campaign and differentiate your firm from competitors.



Thought leadership: How we can help

## Reviews: part 2

### Competitor reviews

- Help you to find the “white space” in respect of a specific element of your thought leadership investment.
- We use our white space database and firm websites to assess what your key competitors are doing relating to your target theme or topic, and how they are positioning themselves.
- We leverage our extensive experience of what makes good thought leadership combined with this competitor analysis to offer recommendations to maximise your return on investment and the opportunities for developing differentiated and engaging content.



Thought leadership: How we can help

## Listening to the voice of clients

We can also carry out customised research for you, comprising of a survey and interviews with your target audience to understand what they think about thought leadership, how they use it, and how this is likely to change. We look at:

**Context:** How do senior executives engage with thought leadership in general?

**Change:** How has the way senior executives engage with thought leadership changed in the last 12 months? Will it change again in the future?

**Impact:** To what extent, and how, does thought leadership affect client buying behaviour?

**Competition:** How do clients see consulting firms' thought leadership? What are the lessons from firms with the biggest impact?

**Recommendations:** What are the practical implications of this, and the opportunities and threats you need to respond to?



## About Source

We analyse the way in which economic, business, behavioural, and technology change drives how organisations use professional services, and the implications that has for professional services firms.

We've been analysing the consulting and wider professional services sector for more than a decade. We've invested in sophisticated, proprietary research techniques that give us unique insights on current and future trends. We carry out the largest, regular quantitative surveys of the professional services sector anywhere in the world, and are constantly talking to professional firms' clients in order to understand how changes in their behaviour will re-shape the industry in the future.

We're independent. Our analysis and recommendations are derived from our data and experience. Our information and insights have underpinned some of the most strategic investment decisions made by professional services firms. We don't recommend firms to clients, and we will never tell you what you want to hear just because you've paid us.

We have opinions: Our job isn't to give you reams of data to sift through, but to use that data to develop clear conclusions about what it means for you and your situation.

We're easy to work with, whether we're providing you with off-the-shelf data or custom research and consulting. We generous with our time and don't have complicated licencing that limits who can read our material.

[info@sourceglobalresearch.com](mailto:info@sourceglobalresearch.com)  
[www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)

© Source Information Services Ltd 2021

Source Information Services Ltd and its agents have used their best efforts in collecting the information published in this report. Source Information Services Ltd does not assume, and hereby disclaims, any liability for any loss or damage caused by errors or omissions in this report, whether such errors or omissions result from negligence, accident or other causes.

## Contact us

**If you have questions about our research, or would like to know more, please get in touch**

[zoe.stumpf@sourceglobalresearch.com](mailto:zoe.stumpf@sourceglobalresearch.com)

+44 (0)203 478 1207