

What is White Space?

Our White Space subscription service provides clients with unique insights and proprietary data on professional services thought leadership. As a marketing leader or thought leadership practitioner, White Space will help you:



Key features:



Understand how your firm performs in our industry-leading benchmark report



Find out who clients go to for thought leadership and why



Gain insight into the latest practices from the leading players



Be part of the discussion with like-minded professionals and practitioners



Have some of your key publications reviewed and rated by the Source team using our proprietary methodology

The subscription includes four reports published quarterly; the *Quality Ratings Report*—our industry-leading benchmarking report which rates, ranks and analyses the outputs from the major publishers of thought leadership; the *Client Perceptions of Thought Leadership* report which analyses the views and preferences of 4,000 buyers of consulting services; the *Innovation* report exploring industry best practices and the latest trends in professional services thought leadership; and lastly the *Hot Topic* report which discusses the burning issue facing content strategists and creators in the year to come.

White Space

Which firms' thought leadership rate highest for quality?

June 2024

Quality Ratings of Thought Leadership for 2023

Content

Introduction

Quality ratings for 2023

What really matters

Why this matters

About this report

SOURCE

Accenture

Differentiation

Accenture's formula and templated approach means that the opening value proposition is typically clear, succinct, and address focused. For example, the *Strategy at the Pace of Technology: Reinventing Business Strategy in a Hyper-Accelerated World* report addresses the audience straight away, asking the reader questions about their own organisation, creating links between the key messages and their own circumstances. However, this could be improved by tailoring the audience directly, specifying seniority or function.

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Appeal

Leading pages are typically sharp and elegant in execution with engaging and measured components, and this style is maintained throughout the entire report, the *Just-in-Time: Building Trust for 2023* report being a prime example. But what struck us most was the dedication to clarity from the authors, pinning materials at a senior executive audience, making it easy to grasp and understand, with no jargon and the overall academic feel. The said, some reports felt thin and could benefit from more of the excellent voice of the media and case studies that we see in other reports.

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Resilience

When Accenture gets it right, the evidence and data behind reports is excellent, with multidimensional and innovative approaches to data collection and analysis. While many other firms have failed to do this, the crucial data collected is the only issue with Accenture's resilience, with many reports relying on previous research. Fresh new data with creative analysis would easily keep Accenture at the top of the pack for this dimension.

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Prompting action

Prompting action is a dimension Accenture has typically had trouble with, and this year we have seen some of the same struggle. Accenture produces reports that are timely and, overall, likely to leave the reader with a sense of urgency. However, on more emotional pieces, the use of an outlined conclusive and advisory section would cut through to the reader. The *Strategy at the Pace of Technology: Reinventing Business Strategy in a Hyper-Accelerated World* report is an example of where a recommendation section really brings the piece together and leaves the reader with a brief action plan going forward.

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Top scoring report and why

Strategy at the Pace of Technology: Reinventing Business Strategy in a Hyper-Accelerated World

Score: 1.00

This is the top scoring report from all firms in the Quality Ratings Report and really hits the mark across all four dimensions, but particularly differentiation and resilience. This piece shows how a report covering a well-discussed topic can take a unique angle, while maintaining a reader-focused feel from the start. We were particularly impressed with the extensive research and analysis undertaken, and how the methodology and sampling we described transparently and authentically.

Scoring distribution

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What next for Accenture?

Accenture consistently scores close to the top of the Quality Ratings research sample, and this is no surprise, with reports feeling consistent and connected. To keep producing to a high standard, Accenture can expand its research and analysis within reports and continue to make them reader focused all the way through to the concluding sentence.

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Trends over time

Is the quality gap closing?

Figure 4

Thought leadership quality scores from 2011 to 2023

This year's average score of 10.00 is an all-time high, which is a testament to the positive advancements in content quality by many firms we have reviewed. Strong players like Accenture, IBM, and McKinsey of just for the top few spots, with some high scores all dimensions and close margins between them all pushing the overall average score up. As has been the case in previous years, the middle to lower end of the pack is equally tight, but the lowest score has risen to the highest it's ever been, suggesting that those at the lower end are continually working to up their game. What is interesting, though, is that the highest scores generally across all dimensions—with the exception of appeal—have decreased, suggesting that there are fewer truly stand-out pieces this year.

Want to find out more? Get in touch to discuss how White Space could help your firm.

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Programme schedule for 2025

2025	Reports	More Insights
January	Quality Ratings Report (QRR)	Featured thought leadership
February		Featured thought leadership
March		Featured thought leadership Quarterly webinar series
April	Client Perceptions of Thought Leadership	Featured thought leadership
May		Featured thought leadership
June		Featured thought leadership Quarterly webinar series
July	Thought Leadership Innovation	Featured thought leadership
August		Featured thought leadership
September		Featured thought leadership Quarterly webinar series
October	Hot Topic Report	Featured thought leadership
November		Featured thought leadership
December		Featured thought leadership Quarterly webinar series

Quality Ratings Report (QRR)

Continuation of our industry-leading report rating thought leadership from the top professional services firms. Presentation for each subscribing firm.

Client Perceptions of Thought Leadership

Annual report based on the views of 4,000 buyers of professional services on the thought leadership from the major firms. Presentation for each subscribing firm.

Thought Leadership Innovation

Report on leading-edge practice in thought leadership across different formats and channels.

Hot Topic Report

Briefing paper on a key emerging issue in thought leadership.

Quarterly webinar series

Online events discussing Source research reports and featured thought leadership from the market, and profiling the work of leading industry practitioners.

Featured thought leadership

Monthly review of examples of high-quality thought leadership from the market.

Thought leadership reviews

Subscribers will have five reviews of key pieces of thought leadership, either pre- or post-publication. Source reviewers will use the same methodology as used in the QRR process.