Polling Question

Choose the statement that best describes your current Thought Leader status:

A. I don’t know what a Thought Leader is.
B. I want to be a Thought Leader but don’t know how.
C. I have identified goals that will help me become influential.
D. Becoming a Thought Leader is not a top priority right now.
Who Is a Thought Leader or Change Agent You Admire?
Thought Leaders Scale Their Impact
Question

Why Do YOU Want to Be a Thought Leader?
Why Be a Thought Leader?

- Influence
- Impact
- Income
- Legacy

Career Insurance
Polling Question

What is holding you back from becoming a Thought Leader:

A. I’m too busy; I don’t have time.
B. I don’t have the appropriate skill set.
C. I don’t have enough confidence in my abilities.
D. Nothing! I’m on my way.
Amplify Your Impact, Multiply Your Influence and Leave a Legacy that Matters.
8 Thought Leadership Lessons
Create a BIG What If? Future
What is the BIG What If? Future You Are Working Towards?
Build (& Use) Loyalty Equity

Steve Craft
TEDxNASA
How Will You Build or Use Loyalty Equity This Year?
Align With Your Ecosystem

Mary Hughes
How Can You Align With a Broader Ecosystem?
Commander
Zoe Dunning

Take a Stand:
If Not Me Then Who?
Question

For which community, team or idea will you take a stand?
Find the **Bigger Story**

Chip Conley, Joie de Vivre
5

How Can You Tell a Bigger Story About the Work You Are Doing?
Dr. Michelle May
Author, *Eat What You Love*

Be Discoverable
Be Discoverable
How Will You Be More Discoverable?
Occam’s Razor

Avinash Kaushik, Google
Always Add Value
In What Ways Can You Add Value in Your Industry or Niche?
Nurture Your Inner Lion
What Will You Do To Nurture Your Inner Lion?
“We delight in the beauty of the butterfly but rarely admit the changes it has gone through to achieve that beauty.”

– Maya Angelou
Women's Voices Everywhere
1. Make yourself more ‘discoverable’ this year
2. Help someone else be more discoverable
3. Help me be more discoverable: Invite me to speak at your organization or association and buy the book!

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