

Series of three workshops based on the three steps to thought-leadership writing



Workshop 1 - Find your Thought-Leadership Niche

Deliverable: Articulate your thought-leadership niche

Workshop 2 - Frame your stories

Deliverable: Create a list of story ideas born from your thought-leadership niche

Workshop 3 - Write a first draft

Deliverable: Write a first draft, depending on your workshop series.

Workshop 3.1 - The blogging series

Write a first draft of an article for your LinkedIn profile that is based on your thought-leadership niche and framed around it

Workshop 3.2 - The pitching edition

Write a first draft of a component for an upcoming pitch or proposal, such as the executive summary

Workshop 3.3 - The value articulation edition

Write:

- The "customer problem" text (under 300 words)
- The unique value proposition text (your company's unique "what" - under 300 words)
- The "big idea" text (under 100 words)
- The "secret sauce" text (your company's "how" - under 100 words)
- The value shifts you're selling (list)
- The "here's our deal" text (under 300 words)
- The pitch executive summary (under 1,200 words)
- The "offering origin story" (under 200 words)
- Create drafts of new intellectual property - e.g. models, methodologies, processes
- Come up with a project name or metaphor

Workshop combinations

Workshops can be held in these combinations:

- WS 1 only
- WS 1&2 only
- WS 1-3 in a choice of 3 flavors

Workshop timing

- WS 1 only - From 1.5 hours to all day
- WS 1&2 only - From 2.5 hours to 1.5 days
- WS 1-3 in a choice of 3 flavors - From 6 hours to 3 days

Add-Ons

- Coaching
- Story clinic - e.g. editing and writing



Want more details?

Contact us

We are here to assist.
Contact us by [phone\(EU\)](#), [phone\(USA\)](#), [email](#) or via our [social media](#) channels.