



# WRITE LIKE A THOUGHT LEADER

Workshops by Rhea Wessel

Turn your **experts** into **thought leaders**

# TRAIN YOUR EXPERTS TO WRITE LIKE A **THOUGHT LEADER**

The world is full of subject-matter experts who have great ideas for tackling the biggest problems in society and business, but many of these experts remain unseen and unheard. What could your business be like if you unleashed the knowledge you already have and developed your experts into thought leaders?

## GIVE YOUR EXPERTS WHAT THEY NEED TO BECOME VISIBLE EXPERTS

Often, subject-matter experts get tunnel vision and cannot express themselves in writing to a wider audience.

It's an irony: Those who know a lot are not being heard, while people with little expertise hog the microphone. Go figure.

At the Institute for Thought Leadership, we're out to flip this dynamic on its head.

## WELCOME TO A UNIQUE TRAINING OPPORTUNITY

At the end of our workshops, you get:



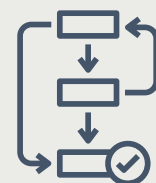
*You run a knowledge-based business, but your experts are not being heard?*



Experts who are excited and enlivened because they have identified their thought-leadership niche and know how to articulate their ideas.



Experts who have a new list of great story ideas to write about the business.



4-6 first drafts of articles written in the thought leadership style for your LinkedIn feed.

# WRITE LIKE A THOUGHT LEADER

## THE WORKSHOPS

We want to empower your experts – your entire workforce – to become thought leaders.

This is a unique training opportunity already valued by experts around the world, including chartered financial analysts, consultants, accountants, scientists and entrepreneurs.

How do we do it? We help your experts write like a thought leader.

### THREE STEPS TO THOUGHT-LEADERSHIP WRITING



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WHAT MAKES SOMEONE A THOUGHT LEADER?

Learn more at: [institute forthought leadership.com](https://institute forthought leadership.com)

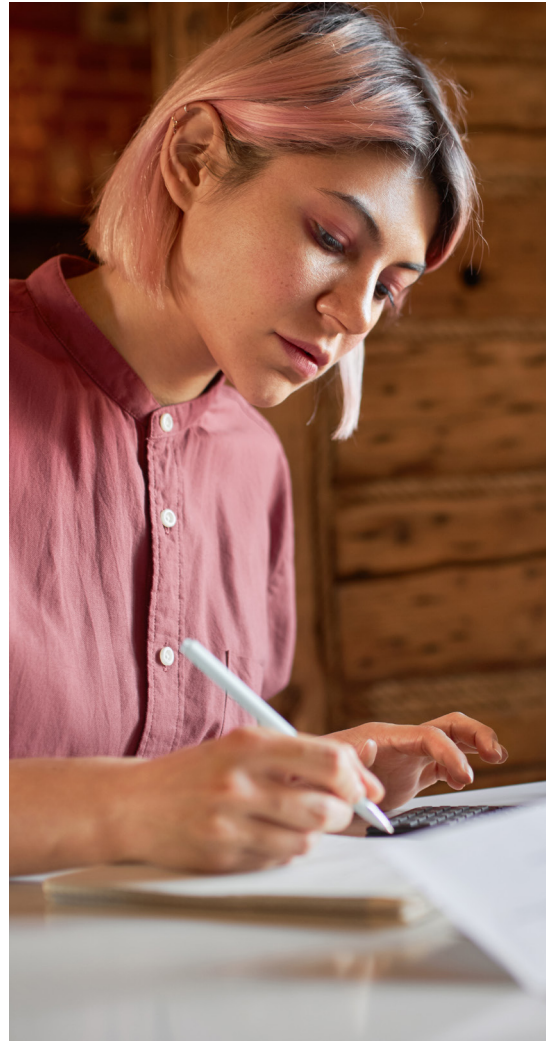
WORKSHOP 1: FIND IT

# Find your thought-leadership niche

Discover your thought-leadership niche and your core ideas (1.5-3 hours)

In the first workshop of the series, we will help you identify and crystalize your thought-leadership niche and begin articulating the ideas you and your company want to be known for. Mastering this challenge of discovery along with peers is your crucial first step.

## YOUR THOUGHT-LEADERSHIP NICHE



SEE OUR BLOG:  
[Why you should write like a thought leader](#)

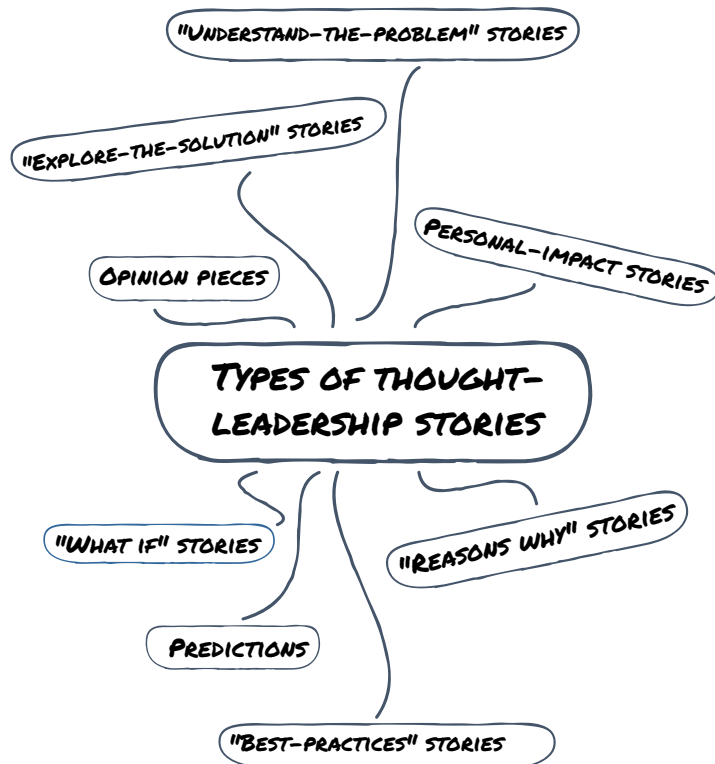


## WORKSHOP 2: FRAME IT

# Frame your stories

 to make your core ideas fresh and memorable

(1.5-3 hours)



Craft a list of story ideas born of your thought-leadership niche.

Discover how to generate narrative kernels from key ideas and extend them dramatically with a technique we call story framing.

Today's online audience has an average of eight seconds before it is distracted – how will you earn their attention?

Our second session concentrates on finding storylines that will connect with a wider audience so that your expertise is heard and received among the widest possible community.



 **WORKSHOP 3: FLESH IT OUT**

# Write your first draft of a thought-leadership article

**(2.5-3 hours)**

In the praxis-oriented third workshop, your experts will write their first draft of an article that addresses the urgent problems of your clients and prospects. They will apply their new skills to write one of their clearest and most useful articles yet.

Together, these sessions enable your experts to ideate, develop and deliver like a thought leader. Your experts will no longer be stuck in the language of their niche.

They will become adept at communicating to a broad audience of the informed and uninformed.

Participants:

Individuals from the following companies have participated in workshops:

- ▶ **SAP**
- ▶ **Goldman Sachs**
- ▶ **Deutsche Bank**
- ▶ **Max Planck Society**
- ▶ **Accenture**
- ▶ **Allianz Global Investors**
- ▶ **Harvard Alumni Entrepreneurs**



**Let your ideas  
take the lead.**

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Your host  
**Rhea Wessel**

**“Thought leaders aren’t born,  
they’re made.”**

Rhea Wessel is Founder and Head of The Institute for Thought Leadership. A former finance and tech journalist, she is now focused on advising emerging thought leaders and training. Rhea helps individuals and companies identify their thought-leadership niche, articulate story ideas around that niche and tell better stories. As a journalist, she wrote thousands of stories for magazines and newspapers, including the Wall Street Journal, The New York Times and CFA Magazine.

In her work for companies, Rhea has written and edited thousands more stories about more than 40 industries. She has worked for companies such as Accenture, Roland Berger, Allianz Global Investors, BASF and Siemens. Rhea is a graduate of Columbia University.



David, BIL Consulting

**“I learned the strategies to write a  
good article and also how to convey  
my thoughts in a comprehensive way.”**

## Contact

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