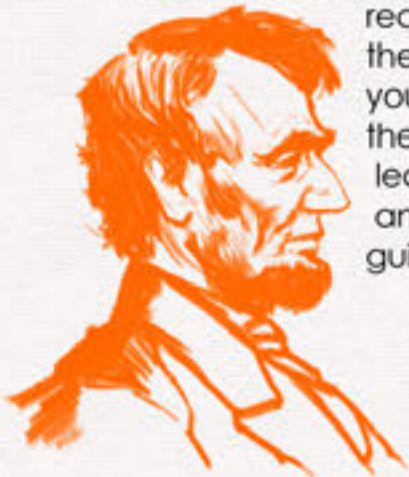


Habits of Highly Effective Thought Leaders

Emulate Role Models

To be a bona fide thought leader, clients, referral sources and even competitors must recognize you as one of the foremost authorities in your specialty. Look to the legends of leadership in your field, and beyond, for guidance.



Define the Future

Shel Israel, a contributor to Forbes, defines a Thought Leader as someone who: looks at the future and sets a course for it that others will follow. Thought leaders look at existing best practices then come up with better practices. They incite change, often causing great disruption.



Blog

The Huffington Post is one of the most influential sites on the web. Visitors post an average of one million comments to blog posts and news stories each month. Arianna Huffington founded the site in 2005 and has become a symbol of the growth of new media and the changing role of news organizations.



Publish

Bestselling journalist and author Malcolm Gladwell uses his books *The Tipping Point* and *Blink*, to reach a wide audience that is interested in the unexpected implications of research on social sciences.



Leverage Social Media

Tony Hsieh, the CEO of Zappos has 2.6 million followers on Twitter, using it to promote both his company and his business philosophy.



Get Excited

Steve Jobs could have been seen as just another suit, but he got people excited about new ideas. His enthusiasm drove millions to pay attention to his messages and he used his excitement to sell products consumers didn't even know they wanted.



Win Awards

David Ogilvy won awards and acclaim dividing classic ad campaigns for Dove, Rolls-Royce and Schweppes. Recognition by your peers is an important part of making sure that other business leaders know who you are and what you are doing to advance your industry.



Speak Up

As a leader in personal finance, Suze Orman got her start by calling into a radio show to dispute advice that had previously aired. The following week, she was a featured guest. Since then, Orman has become a recognized household name, a sought-after financial contributor, and hosts her own show on CNBC.



EDDY

COMMUNICATIONS CORPORATION

As A Leader In Your Field Are You:

A Role Model

- Studying successful endeavors/companies and the leaders behind them?
- Utilizing strong, positive role models not just throughout history, but in your personal relationships?
- Involved in productive relationships that challenge you and require you to re-think your opinions and ideas?

Blogging

- Publishing a blog that broadcasts your ideas whether they be provocative, inspirational and/or innovative?
- Frequently updating your blog so that search engines will pick it up?
- Connecting with other bloggers and creating a network of influential thinkers?

Using Social Media

- Utilizing a strong presence on Facebook, Twitter, LinkedIn, YouTube, etc.?
- Posting frequently to these sites allowing your followers access to your ideas and opinions?
- Using social media to connect with others in a productive and meaningful way?

Pursuing Awards

- Identifying the awards that matter in your industry?
- Keeping track of deadlines?
- Submit! Submit! Submit!

Defining The Future

- Following innovative trends in technology, science, and business with free resources like www.TED.com?
- Analyzing techniques and practices that have been successful for others and thinking of ways to improve them?
- Defining new ways of thinking and creating in your field that will guide others in the future?

Publishing

- Researching your field?
- Writing about what you know?
- Contacting publishers, reporters, trade journals, industry conferences, and your marketing department and sending out manuscripts?

Speaking Publicly

- Starting locally and working your way up to larger venues and events?
- Using the National Trade and Professional Association directory to find out whom to contact?
- Making phone calls, writing letters or emails?

Leveraging Traditional Media

- Sending out media kits with your bio, written, interview or presentation samples and a list of topics that you can speak to?
- Sending messages to producers reminding them of your expertise when there is breaking news in your field?
- Developing press resource kits that provide useful subject matter expertise to editors, producers, etc. and remind these contacts you are available for interviews?

If you checked:

- 20-24 boxes –** Congratulations, you are taking advantage of all the channels available to effectively communicate your thoughts, ideas, and professional experiences. Don't stop now though! Continue to expand your audience by tuning in to other industry experts, commenting on their postings, and inviting them to consider your perspectives. By publically engaging in the industry conversation as a leader and a listener you gain credibility, increase traffic to your content, and get inspired to continue driving your industry forward.
- 14-19 boxes –** You are on your way. Looking back at the quiz, which ways of communicating your message are you not fully exploiting? Why? These areas offer access to new audiences and enable you to increase your reach. However, its ok to pick only a handful of channels as long as you do so carefully and with every intention to fully maximize your impact before expanding your reach. If your a great writer start with publishing, blogging, and getting involved in social industry conversations. If you don't mind speaking to a crowd start pitching your leads in industry call for paper programs and let friends and colleagues know you like to speak on panels. The more you do, the more you (and your following) will grow.
- 8-13 boxes –** You've taken the right first steps, but you need to broaden the ways that you communicate your ideas. Start focusing your efforts on the areas that are absent from or are least effective in your current communications plan. Focus your outreach where you can have the most impact and expand from there. If you have 2,000 connections on LinkedIn but only 5 Twitter followers guess where you need to be linking updates on your recent published articles, upcoming conference appearances and similar.
- 0-7 boxes –** You are just beginning to communicate your expertise in your field. To become a recognized thought leader, you must plan to expand. Build a list of topics you know intimately and the type of professionals in your industry who would be interested in these types of conversations. Write, speak, target and invite. Don't be shy - you've got something of value to communicate. Make sure people know how to find you to start the conversation