

Seven Risks of Asset-Based Thought Leadership



1

A Whirlwind of Activity:

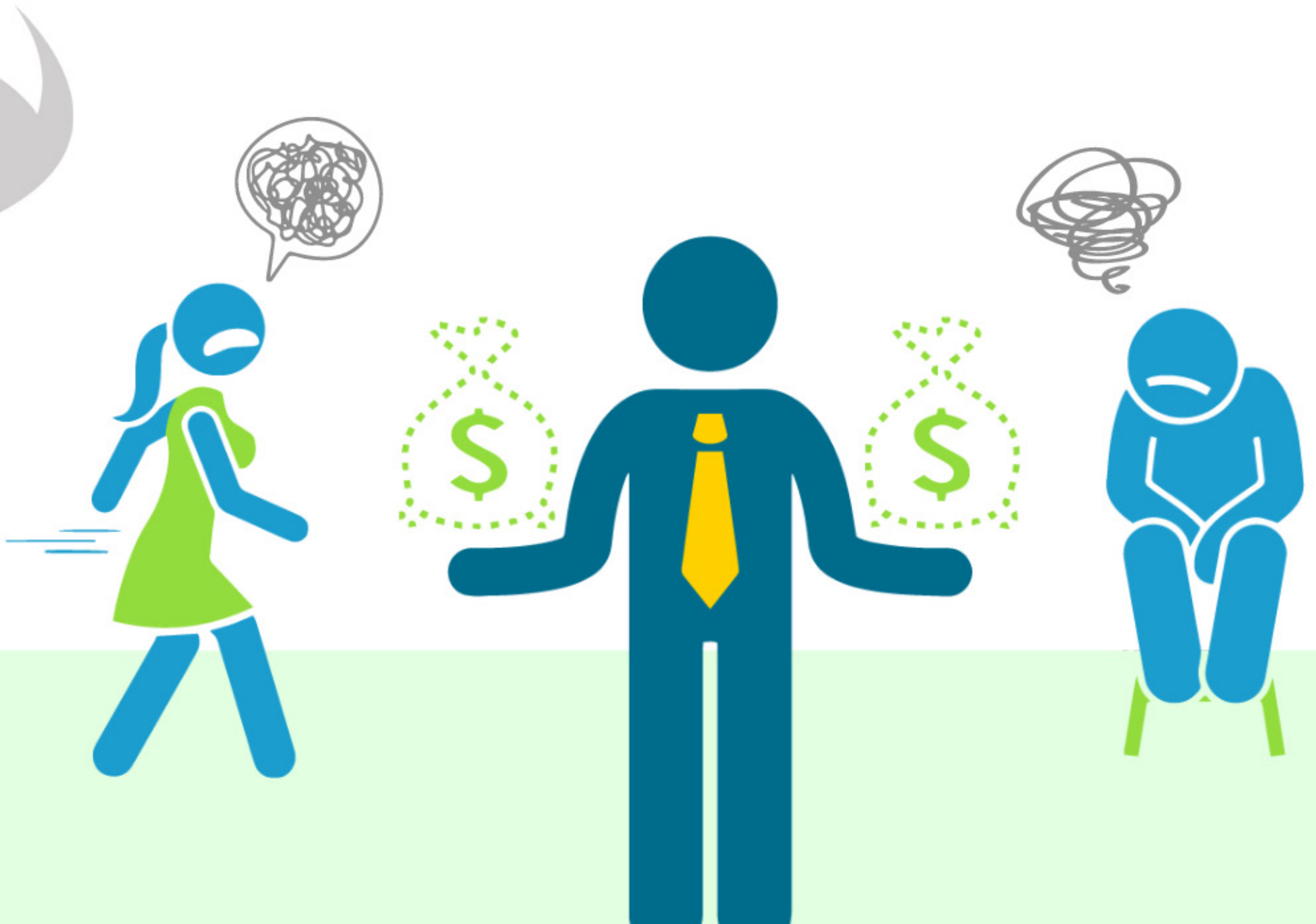
Teams create new thought leadership assets all the time . . .



2

Unmet Needs:

Yet many internal teams feel they're not getting the assets they need.



3

Quantity over Quality:

“We need to produce the monthly podcast” or “we need a topic for our annual research project.”



4

Impossible to Find:

Thought leadership assets stored across SharePoint folders. No central hub.



5

Unclear Ownership:

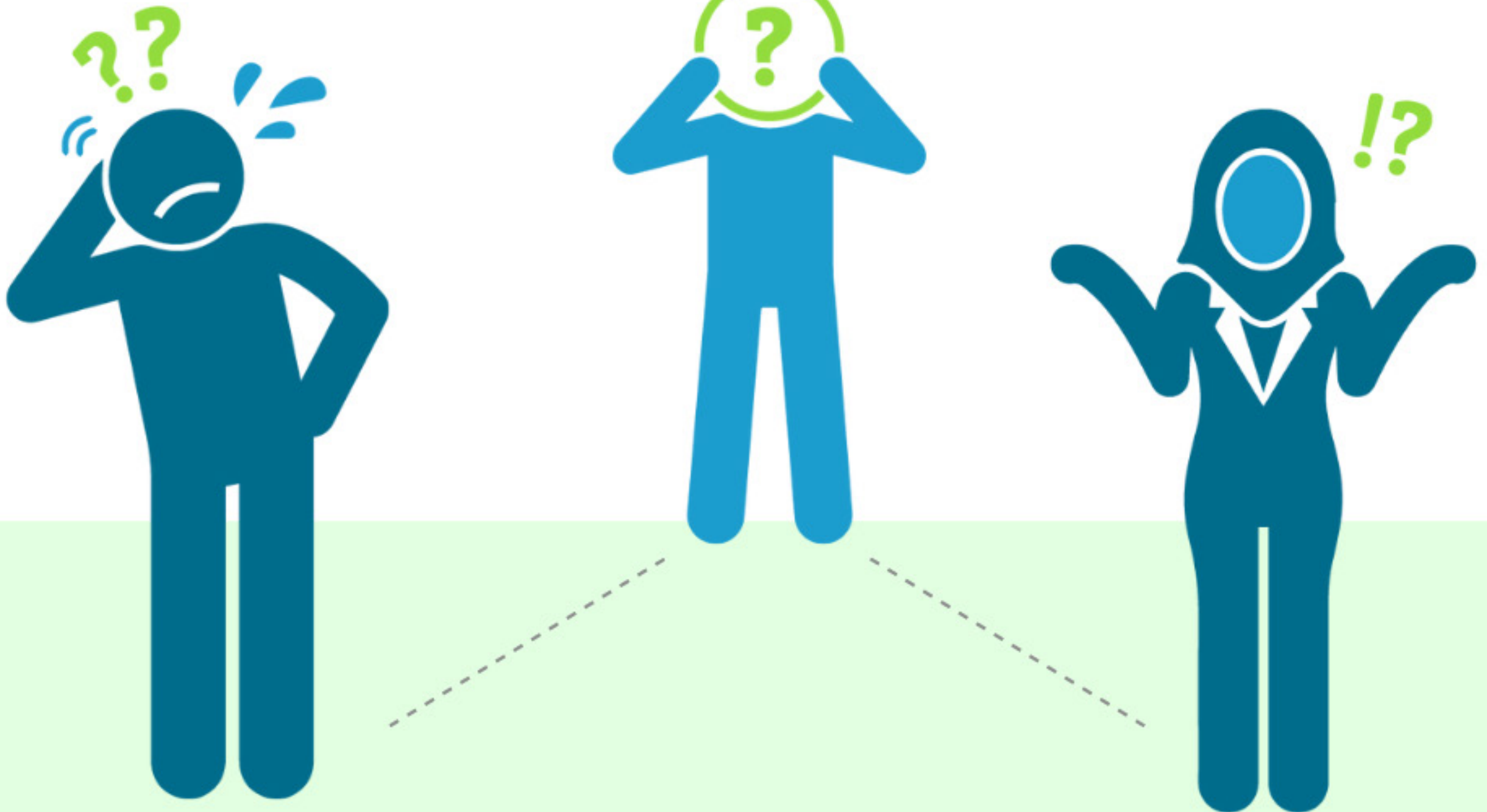
Leaders task teams to create thought leadership outside of their lane / expertise.



6

Weak Processes:

Inconsistent handoffs and utilization of assets. Ideas may not get into the right hands.



7

Unpredictable Outcomes:

Unclear success criteria and weak measurement systems.



To learn how to move to
build thought leadership
around avatars and
outcomes, sign up for the
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