

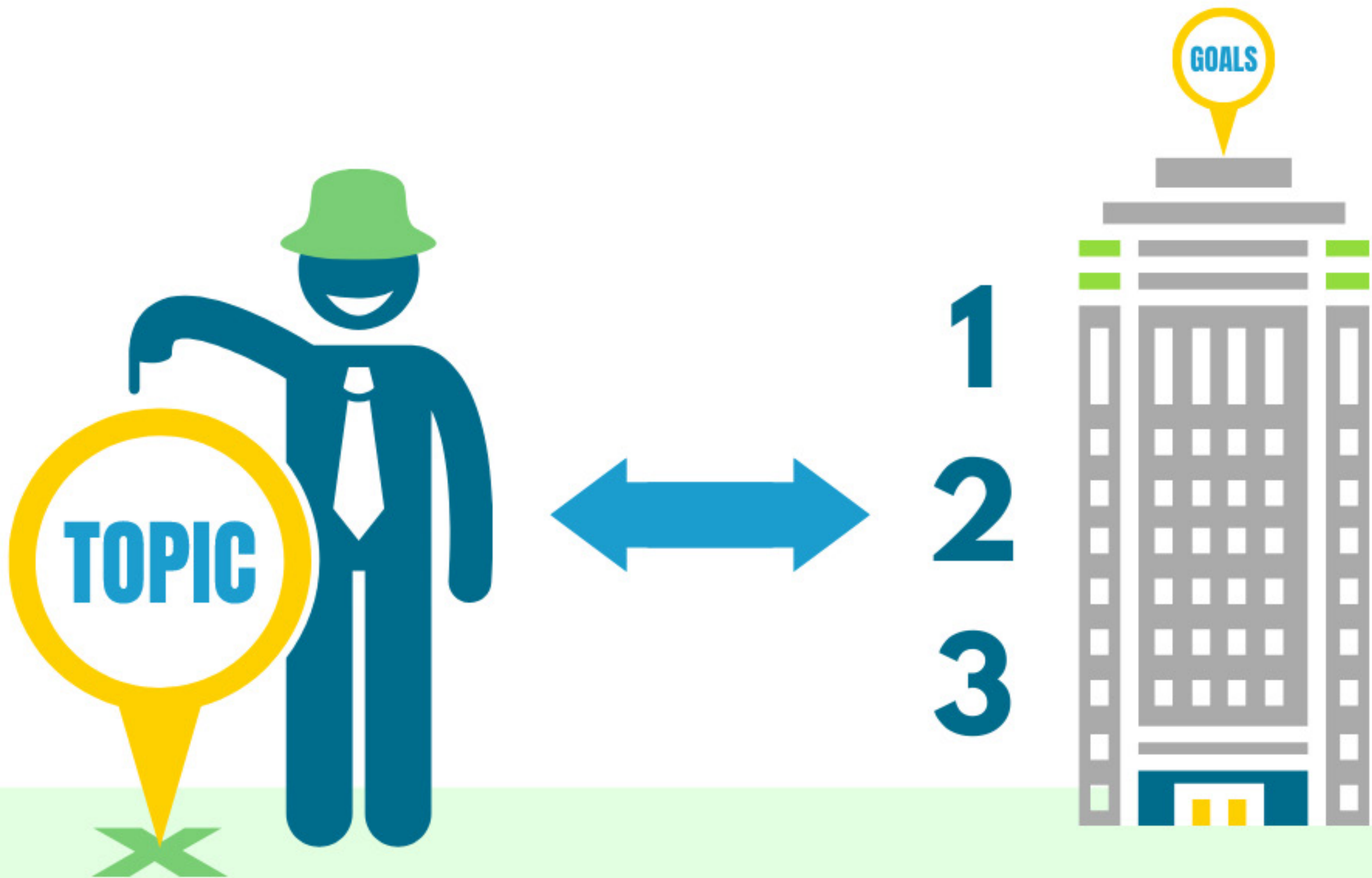
How to Practice Thought Leadership



**Choose a topic that you
care about deeply.**



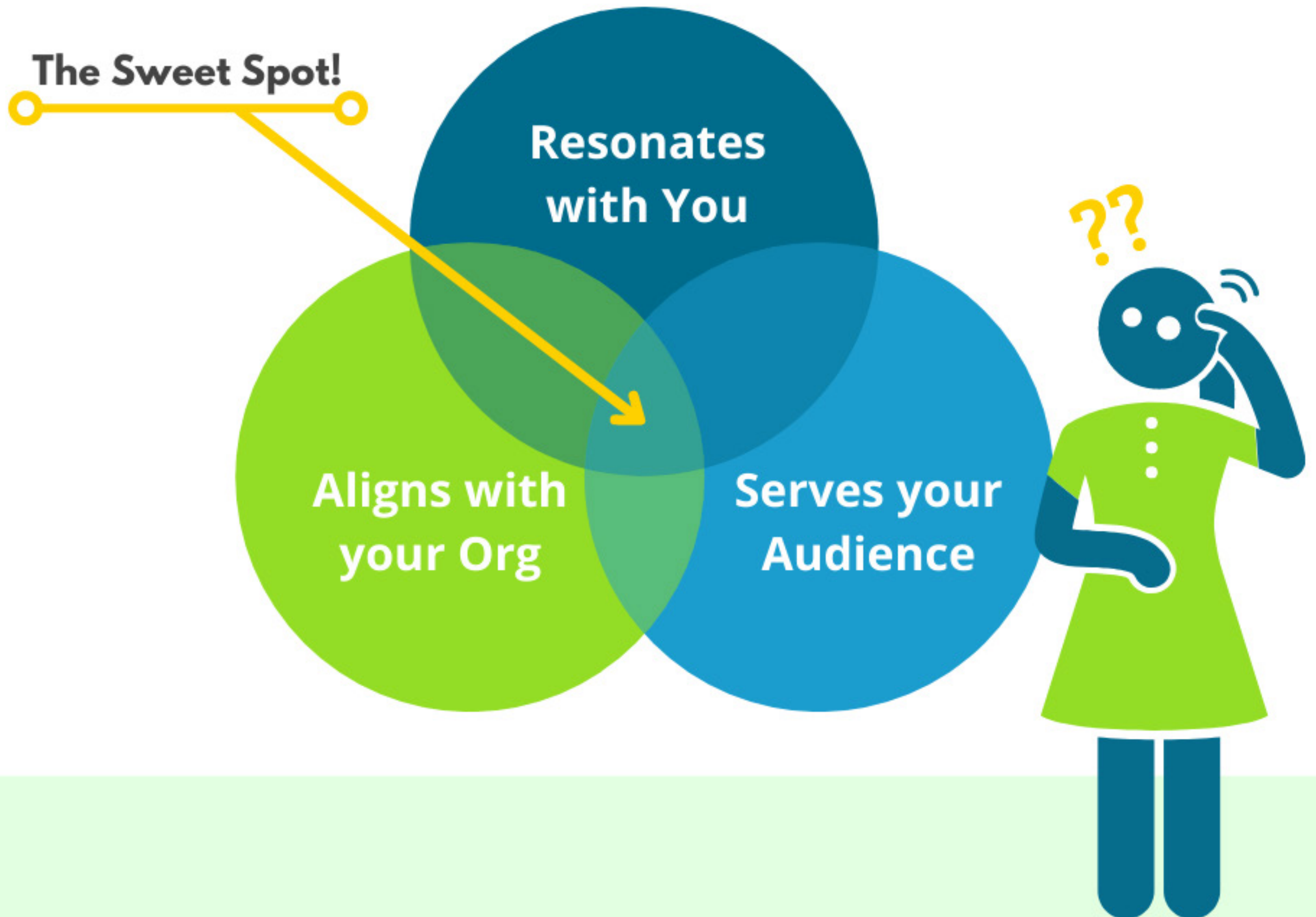
**Find a topic that
aligns with your org's objectives.**



**Find a topic that
serves your target audience's needs.**



Have you found a topic that:



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

<https://bit.ly/38Emd3u>

