codeword
communications

Editorial explainer: developing thought leadership



Know your ideas can help

If you've been doing meaningful work for several years, you have insights worth sharing. Thought leadership isn't reserved for famous consultants. It's available to anyone willing to translate their expertise into teachable content.

Distill your expertise

Prompts to get you started: What questions do people ask you regularly? What do you wish someone had told you five years ago that you can pass along to the next person? What patterns have you noticed in your work? These are all great starting points.





Build a notes file

As you work, note what questions clients ask repeatedly. What guidance do newcomers to the profession need? Pay attention to what surprises you in projects or ideas that pop up where you're reflecting at the conclusion of a project.

Start small and consistent

To get started, focus on one small area where you have deep experience. Write about one aspect of one thing you do well. The three-step process you use for X. The mistake you see repeatedly and how to avoid it. A favourite tip you pass on to others.



Rinse and repeat



Start with your best, most regular advice. Write 300 words about one thing. Share it somewhere. Repeat regularly. Identify 4-5 areas where you can regularly contribute and set time in your calendar to write once a month. Or speak your ideas into a recorder and use the transcription as your first draft. Seek out an editor to polish the writing and distill your important takeaways.

Need more advice? We're happy to help!
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