



# Thought Leadership Guide

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Work book by Veza





## Where else do you need support?

Veza offers one-on-one leadership coaching with a strength based approach based on emotional intelligence and grounded in positive psychology.

We help individuals work through their limiting beliefs and mindsets, as well as what their culture and background has made them believe about themselves.

Taking a holistic approach, we support you in creating a life of balance, success and purpose.

Sign up for your 30-minute complimentary coaching session today.

## About Veza

Veza Global is an Equity, Diversity and Inclusion (EDI) organization advocating for equity and equality for underrepresented groups with a focused lens on the leadership journey of people of culturally diverse backgrounds.

Diversity of Thought and Inclusive Culture are the pillars of the approach that Veza takes to build capacity for organization to execute on their EDI strategy. Veza offers EDI Assessment and Audits, EDI strategy development and Inclusive Leadership Training and Coaching.

Through Veza's Equity, Diversity and Inclusion Assessment tool, companies can identify under an hour where they are on the EDI Maturity Model and receive a list of detailed recommendations and actionable next steps for their EDI strategy to move forward to a more inclusive organization.



# What is Thought Leadership?

To be a thought leader, is to be considered an authoritative expert in your chosen field.

Think of the experts who are asked their opinion on the day's news on TV or radio. Think of the guest speakers who give talks or presentations at events across the country and beyond.

As defined by Michael Brenner, thought leadership is "a type of content marketing where you tap into [your] talent, experience, and passion [...] to consistently answer the biggest questions on the minds of your target audience, on a particular topic."

To position yourself as a thought leader, you first have to be clear on where you have expertise, passion and the desire to make impact. Essentially, where you want to use your voice.

Use the journaling questions in this workbook to connect to that deeper purpose and passion.



# Thought Leadership Questionnaire

What do you feel are your deepest values that you resonate with?

What are the topics you are really passionate about?

If you were to write a book what would it be on?

How comfortable are you using social media? Which channels do you prefer to use?



# Thought Leadership Questionnaire

What is the legacy you want to leave behind in the world?

If you were to look 7 generations into the future, how do you want to have impacted them?

What does success look like to you?



# Thought Leadership Questionnaire

Who do you want to reach with your voice? Who needs to hear you?

What does your ideal day look like?

How do you want to feel each day? What activities allow you to feel that and what don't?



# Thought Leadership Questionnaire

What platforms is your audience on? (LinkedIn, Facebook, Instagram, Snapchat, Medium, Forbes, ThriveGlobal, other third party websites, industry magazines)?

What activities can you commit to regularly - posting on which platforms? Writing articles? Writing blogs on your own site? What type of articles will you write? What type of articles will you share? What topics do you want to engage your audience in on a regular basis?



# Thought Leadership Action Plan

What are your three month content plan goals? Create a spreadsheet with each week listed vertically and each platform horizontally and list out what articles and what type of posts you will make each week.

Revise this plan every two months and also be aware of what is happening in your industry or area of thought leadership by reading articles on the topic each day.





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