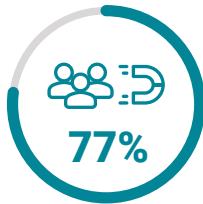


Thought leadership is a critical tool for brand visibility, growth, and competitive market positioning. Over 50% of decision makers and executives spend 1+ hours a week reading thought leadership content.

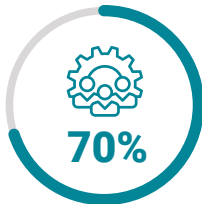
What executives are saying:



A positive CEO reputation attracts investors



A positive CEO reputation attracts new employees & helps retain existing employees



Our company's reputation is greatly influenced by the visibility of other members of senior management

What buyers & decision makers are saying:



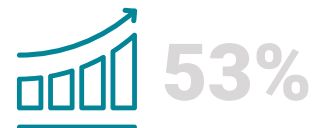
I prefer thought leadership to feature the POV of an identifiable author, not a faceless brand



Thought leadership content is more trustworthy than marketing materials & product sheets



After reviewing their thought leadership content, I purchased from an organization I had not previously considered



After reviewing their thought leadership content, I increased the amount of business I did with an organization

Data sources: Weber Shandwick, Edelman and LinkedIn