



**Kore Access**

**Thought Leadership Program  
Evaluation and Development**



*Checklist*

**Are You Viewed as a Leading Thinker by Your Customers?**

Are you a subject matter expert (SME), a leading thinker in your field? If you count on customers to value your knowledge, you must position yourself as a thought leader. Doing so may become your best competitive positioning strategy. Does your marketing planning and strategy execution create and enhance a thought leadership brand for you? Find out by reviewing your organization's thought leadership branding programs with this easy-to-use checklist.

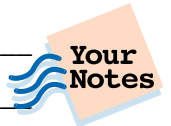
**1. Basic Considerations – Evaluate the importance of thought leadership to your brand.**



**Evaluation of brand**

Do you market your knowledge? Do you provide a product or service in which being an SME is key to your customers' success?

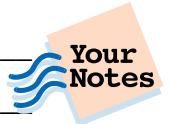
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**Evaluation of customers**

Do your customers count on your subject matter expertise to benefit their business? In which industry or industries does your expertise hold the most relevance?

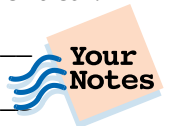
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**Evaluation of industry**

Are you in an industry with constantly changing information? Is staying on-trend critical?

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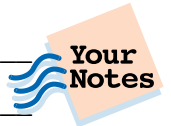
**2. Current Position – Review and evaluate your brand as a thought leader.**



**Evaluation of customer perception**

Do your customers seek out your opinion on the issues that impact their business? Do they look to you to help them think through their toughest challenges?

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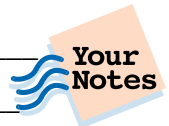


**Evaluation of communication channels**

Do you publish on the topic of your expertise? Which customers are most interested in your viewpoints? How do you reach them?

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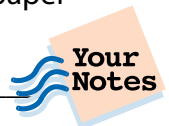


**Evaluation of materials**

Which materials do you publish that give original insights to assist customers with problem solving? Do you assist them to identify via success story case studies? Which materials, in the form of customer-actionable items, do you publish in order to share your insights? Do you interpret market research with easy-to-understand white paper analyses?

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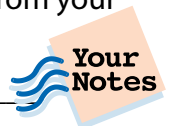
**3. Additional Considerations – Evaluate and develop strategies to re-enforce your SME leadership.**

**Development of viewpoint**

Assess the type of thought leadership your customers need most. Which customers will benefit from innovative thinking on the problems they face? Which will benefit from your ability to make practical and actionable recommendations?

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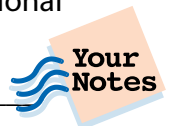


**Development of materials**

Assess the type of materials that will best highlight your viewpoint. Will you write provocative short articles on hot topics? Research-based white papers? Informational articles? Will you blog on emerging trends?

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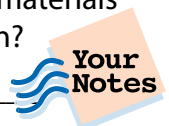


**Development of program strategy**

Assess your budget and resources. Determine the media channels and customer initiatives that would be most valuable to implement. Will you submit weekly articles for online publications? Perform research and publish in journals? Develop training materials in order to give seminars and in-office briefings? Establish a direct-mail campaign?

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*For additional marketing resources, please visit [www.koreaccess.com](http://www.koreaccess.com).*

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