

Mega Positioning: Establish Yourself As An Industry Guru

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WHAT IS THOUGHT LEADERSHIP?

Think about Peter Drucker, Daniel Goleman and Faith Popcorn. Or Stephen Covey, Michael Porter and Jim Collins. All have developed ideas, concepts or models grounded in deep expertise that affect the way we do business.

Thought leadership, then, is intellectual capital of the highest level on the expertise spectrum. It is the position and presentation of an entirely new, novel or contrarian idea that changes the way the rest of us think and act.

WHAT IS AN INDUSTRY GURU OR “THOUGHT LEADER”?

Someone who...

Shows the way...Has followers...Has a depth of knowledge in their area of expertise...Owns a new idea in their area of expertise that resonates...Adds to the existing “body of knowledge”...Writes about it, speaks about it...Influences people...Is in demand by the media...Is known and asked for by people in business and many others, or those in a tightly-defined niche

WHAT’S IN IT FOR ME?

1. You want to make a contribution, to make a small piece of the world a better place
2. You want to leave a legacy
3. You want to increase your profile, be known nationally or in a niche, be the “go-to” person in your field of expertise
4. You want to create wealth for yourself

WHAT CAN MAKE YOU THE “GO-TO” LEADING EXPERT

- You have a high level of knowledge
- We want to know what you know
- You are willing to take risks
- Your information is unique, or based on existing ideas and presented new or novel way, or presents a different, disruptive approach
- You’ve devoted considerable time and energy to developing your intellectual capital
- You’ve written a book or books

- You've arranged your ideas in a way that's accessible to a broad audience
- You speak professionally on your topic
- Your ideas are widely distributed and available

GOOD NEWS: THERE ARE MANY WAYS OF GETTING THERE!

Research a subject and publish the results...Put a contrarian twist on an existing idea...Look at an existing idea in a new way...Create something new in a highly defined niche

YOUR SUCCESS DEPENDS ON THREE KEY DRIVERS

1. Expertise
2. Desire
3. Persistence

USE THE 3-D PROCESS

Define what you stand for, articulate your new business idea

Develop the idea

Disseminate your concept, spread the word

DEFINE YOUR IDEA OR CONCEPT

Go beyond "out of the box" thinking and get rid of the box...Find your passion point...define the problem you're solving and how it gets solved

DEVELOP THE IDEA

Invest time and energy to develop and write up your intellectual ideas...Conduct research...Apply lessons learned from consulting engagements...Cull stories from your experience...Listen...Spot trends...Synthesize...Develop best practices...Prepare your branding strategy and marketing plan

DISSEMINATE

Execute your visibility campaign, which will be ongoing. Reap the rewards of your efforts.

ABOUT ROBERTA GUISE, MBA, MODERATOR

“Be visible!” is Roberta Guise’s rallying cry to experts, consultants and small business owners. Through coaching, consulting and professional speaking, Roberta helps you develop your marketing vision, strategy and action plan, create promotion materials, get exposure from publicity in the media, and shows you how to shake loose your inner rainmaker.

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ABOUT NAN ANDEWS AMISH, MBA, PANELIST

Nan Andrews Amish, MBA, “The Big Woman with the Big Picture Perspective” is a consultant, professional speaker and market strategist who works with executive teams, facilitating profitable market strategies aligned with future industry trends. An integrator and systems thinker, Nan is a thought leader in the area of best-in-class U.S. healthcare strategy.

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ABOUT TOM GORMAN, MBA, PANELIST

Business book developer Tom Gorman authored *Writing the Breakthrough Business Book*, three *Complete Idiot’s Guides* and the career book *Multipreneuring*. He has also ghosted five books from major publishers for consulting firms. Tom (<http://www.contentbizbooks.com>) holds an MBA from New York University’s Stern School of Business.

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