


**Get the Expert's Edge:
Become the Go-To
Authority**

with Ken Lizotte CMC
www.thoughtleading.com


**emerson
consulting
group, inc.** 

Turning Experts into Thoughtleaders




**“Beware when the great God lets loose a
thinker on this planet!”**
Ralph Waldo Emerson





What “Thoughtleading” Is



**ACTION
COMICS**



How Famous Thoughtleaders Got That Way

Stephen Covey



Suze Orman



Tom Peters



Harvey MacKay





The ROI of Thoughtleading Why Thoughtleaders Make the Most \$\$\$





Gauging Your Thoughtleader Potential

- Are you entrepreneurial?
- Do you enjoy creative problem-solving?
- Are you interested in publishing articles or a book?
- Are you willing to speak in front of groups?
- Are you passionate about your specialty?
- Are you willing to take risks?
- Do you enjoy musing about the future?

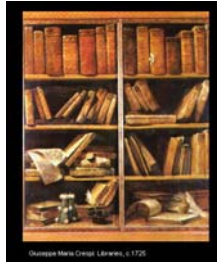


The 5 Pillars of Thoughtleading

- Publish Your Ideas
- Speak to Groups
- Fresh Thinking
- Creatively Leverage the Internet
- Vigorously Use the Media



Pillar # 1: Publishing Your Ideas



Chicago Public Library, c. 1920



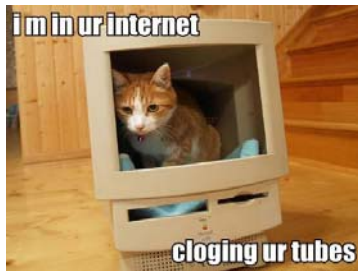
Pillar # 2: Speaking to Groups and Followers



Pillar # 3: Fresh Thinking!



Pillar # 4: Creatively Leverage the Internet



Pillar # 5: Vigorous Use of the Media





Get Them to Call YOU

- ... then Keep Them Connected
- ...and Raise Your Fees



Here's Ralph Waldo again:

- Thought is the blossom
- Language the bud
- Action the fruit

- a Competitive Advantage that Separates Your Firm from the Pack!



Thanks for attending!

- Ken Lizotte CMC
- Chief Imaginative Officer (CIO) of emerson consulting group inc.
- 978-371-0442
- ken@thoughtleading.com
- Sign up for my popular "thoughtnotes" eblasts at www.thoughtleading.com