

Becoming a Thought Leader

Identifying and Impacting Key Topics

How can we drive and own the conversation around a specific topic today? We know that being seen as a leader in a business critical subject can open up lucrative opportunities. The analysis will provide you with a roadmap that helps you to navigate stakeholders, perceptions, and your overall communication efforts connected to your topic of choice.

Examples of questions to be answered:

- What is the perception of the topic within your industry, and what is your share of voice?
- Have attitudes around the topic shifted over time and how can we nimbly adapt to those changes?
- How can we make sure our message penetrates to reach e.g. customers and NGOs, and inspires policy makers to take action?
- How can we identify opportunities for growth that can further improve our communications efforts?
- How do we identify, build and develop the right spokesperson to drive our message forward?

Outcome: An action-oriented analysis filled with insight, recommendations and defined KPIs.

Analysis estimated starting price: €7000

(Price excludes VAT)

*“Today, **mental bandwidth** is the limited resource — not editorial space”*