



Collection: **Irreplaceable** in the AI Era™

"Because leadership begins with you"

This is not just another ebook.

It's a practical guide for leaders who—amid the relentless advance of technology and artificial intelligence—seek to ensure that their leadership, decisions, and results remain relevant and sustainable.

It was conceived and written from a place of deep conviction—combining strategic clarity with the genuine love for positive impact, the personal power that comes from lived experience, and the essence of leading with integrity. Every concept, framework, and tool included here has been chosen with a single purpose: to deliver real value that can tangibly transform the way you lead and generate results.

Experience shows that most failed transformations don't fall short because of technical limitations, but because of invisible factors that silently erode performance: internal resistance, cultural misalignment, loss of strategic focus, or lack of team commitment. These rarely appear in the metrics—yet they determine the success or failure of any initiative.

In this guide, you'll find actionable tools and frameworks to help you:

- Identify and anticipate risks that can slow or derail your strategy.
- Protect and strengthen your leadership capacity in high-disruption environments.
- Use technology—including AI—as a multiplier of results, not as a replacement.
- Stay competitive without compromising your team's cohesion or your organization's future.

This resource is available in PDF format for quick reference. If you prefer the editable version, you'll find a link to the download center at the end, where you can get it in Word format and adapt it to your needs. A new ebook will be added to the collection every week—until all 25 are complete. Simply visit the download center to see what's new each week.

If these words have reached you, it's likely not by chance. You are in the right position, at the right time, and in the right circumstances for this information to make a real difference. And as you put it into practice, you may discover it could also spark transformation in others.

Because in today's era, real value lies not just in the technology you use—but in your ability to lead with vision, precision, and purpose.

2. Central Theme

Boosting Thought Leadership to Multiply Your Impact

The guiding question is:

How can a conscious entrepreneur or purpose-driven startup become a trusted reference in their field, without losing authenticity or exhausting the team?

We will explore five practical levers:

1. Publication of studies and reports.
 2. Participation in conferences.
 3. Generation of value-driven content.
 4. Collaborations with experts.
 5. Personal brand positioning strategy.
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3. Why Thought Leadership Matters for Conscious Entrepreneurs

Thought leadership is not a luxury reserved for large corporations. For a mission-driven startup, it is often the **main bridge** between your vision and the market:

- It accelerates **trust**, which is essential when you are still small and relatively unknown.
- It attracts **aligned clients, investors and collaborators** who resonate with your worldview.
- It creates **leverage**: one well-designed report or talk can open doors for months or years.
- It disciplines your team to **clarify ideas**, build evidence and refine your methodology.

In short, thought leadership is a strategic asset. When you invest in it with intention, you are not just promoting a product; you are shaping **how your industry thinks about the problems you care about**.

4. Purpose of this Guide

This guide has five concrete objectives:

1. **Clarify** what thought leadership really means for conscious entrepreneurs.
 2. **Equip** you with tools to design studies, talks, content and collaborations that deliver value.
 3. **Demystify** the path from “I have a message” to “we are recognized as a reliable reference”.
 4. **Align** your personal brand with your startup’s mission, avoiding the tension between “me” and “we”.
 5. **Activate action** through templates, exercises and a 30–60–90-day plan you can start using immediately.
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5. How to Work with Your Team

Even if you are a solo founder, thought leadership is rarely a solo effort. You will need:

- People who can help with **research, writing, design or operations**.
- Partners and clients willing to share experiences (respecting confidentiality).
- Mentors or peers to challenge your ideas and prevent blind spots.

Use this guide as a common language. Invite your collaborators to read specific sections, fill in templates together and discuss trade-offs between visibility, depth and capacity.

6. Core Module – Development of the Topic

Subtopic 1 – Publication of Studies and Reports

6.1.1. Definition

Publishing studies and reports means creating structured, evidence-based documents that offer insight into a specific problem, trend or population relevant to your ecosystem.

For conscious entrepreneurs, this can take the form of:

- Annual “state of the industry” reports.
- Benchmarking studies on ethical practices, well-being or technology adoption.
- Deep dives into specific questions, such as the impact of remote work on team cohesion.

The goal is not academic perfection, but **clarity, transparency and usefulness** for your audience.

6.1.2. Practical framework

You can think of your flagship report in six steps:

1. **Choose the core question**
 - o What decision do you want to help your audience make?
 - o Example: “How prepared are mid-size companies in our region to integrate AI without sacrificing human wellbeing?”
2. **Define the scope and method**
 - o Who will you study (segments, markets)?
 - o How will you collect data (surveys, interviews, internal metrics, public datasets)?
 - o How much time and budget are realistic?
3. **Design the structure**
 - o Executive summary.
 - o Key findings and implications.
 - o Methodology.
 - o Case stories (real or “caso hipotético” examples).
 - o Practical recommendations and checklists.
4. **Execute with integrity**
 - o Be transparent about limitations (sample size, potential biases).
 - o Protect confidentiality.

- o Avoid exaggerating conclusions beyond the data.
 - 5. **Publish and activate**
 - o Convert the report into multiple formats: PDF, infographics, slide decks, short videos.
 - o Present findings to clients, partners and at events.
 - o Use the report as a conversation starter, not just a download link.
 - 6. **Update and institutionalize**
 - o If the report adds value, repeat it annually or biannually.
 - o Build a small internal capability for research and insight generation.
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6.1.3. Caso hipotético

Caso hipotético: A startup that helps organizations design psychologically safe teams decides to publish a yearly “Psychological Safety Index” for companies in its country.

- They design a short survey with validated questions on safety, learning and inclusion.
- Over three months, they gather responses from 2,000 employees across sectors, complemented by 15 in-depth interviews.
- The report presents aggregate results, sector comparisons and anonymized vignettes.
- Instead of shaming low-scoring sectors, they emphasize patterns and practical recommendations.

The report becomes a reference in local media and HR circles. Clients start referencing “your index” when planning their culture initiatives.

6.1.4. Exercise – Signature Study Blueprint

Objective: Design your first (or next) flagship study or report.

- **Roles:** Founder, one person responsible for research or content, and optionally a data/analytics collaborator.
- **Inputs:** Existing client data, hypotheses about your market, key questions you receive repeatedly.
- **Time:** 2–3 working sessions of 90 minutes.

Steps:

1. Brainstorm problems that your audience struggles with and that you can illuminate with data.
2. Select one core question that aligns strongly with your mission and offerings.

3. Decide the type of study (survey, interviews, mixed methods) and realistic sample.
4. Sketch the structure of the report (sections, visuals, key messages).
5. Assign responsibilities, budget and timeline.

Deliverable: A concise blueprint that you can transform into a project charter.

6.1.5. Template – Signature Study Planning Table

Study Topic	Core Question	Target Population	Data Sources & Method	Planned Publication Date	Owner
Conscious Leadership in Fast-Growing Startups	How do founders balance growth pressure with team wellbeing and ethical decisions?	Founders and team leads in startups (10–200 employees)	Online survey + 12 semi-structured interviews	15/11	Research Lead

6.1.6. Checklist & KPIs

Checklist – Studies and Reports

- ☐ Our study addresses a question that decision makers genuinely care about.
- ☐ We are transparent about methodology and limitations.
- ☐ We transform findings into clear recommendations and visuals.
- ☐ We have a dissemination plan (events, webinars, content series).
- ☐ We allocate time to repeat and improve the study over time.

Suggested KPIs

- Number of downloads or requests for the report.
 - Number of mentions in media, blogs or conference talks.
 - Number of qualified leads or meetings generated by the study.
 - Percentage of existing clients that reference the report in conversations.
 - Invitations received to present findings in external forums.
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Subtopic 2 – Participation in Conferences

6.2.1. Definition

Participation in conferences means using formal events—industry summits, forums, meetups, online conferences—as platforms to share your ideas, connect with potential allies and position your company as a serious, thoughtful player.

For conscious entrepreneurs, conferences are not just about visibility; they are opportunities to **change the conversation** in your sector.

6.2.2. Practical framework

1. **Choose the right spaces**
 - o Where does your ideal audience gather (founders, HR leaders, investors)?
 - o Which events are aligned with your values and message?
 2. **Clarify your role**
 - o Speaker (keynote, panelist, workshop leader).
 - o Curator (moderator, track lead).
 - o Participant with a clear networking plan.
 3. **Craft your core talk**
 - o One main idea you want the audience to remember.
 - o Stories and examples (real or “caso hipotético”) that show the tension and the possibility of change.
 - o A simple framework or model they can apply after the session.
 4. **Prepare for connection, not performance alone**
 - o Design moments of interaction: questions, reflections, quick exercises.
 - o Have clear next steps for interested people: downloads, office hours, pilots.
 5. **Leverage the before and after**
 - o Before: pitch your talk to organizers, share pre-event content, schedule key meetings.
 - o After: send a summary or resource to attendees, follow up on conversations, publish reflections about what you learned.
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6.2.3. Caso hipotético

Caso hipotético: A founder whose startup builds tools for ethical AI participates in a major technology conference.

- She proposes a session titled “Designing AI Products Without Burning Out Your Team’s Humanity”.

- In her talk, she shares three patterns observed in client work and a simple diagnostic framework.
- She invites participants to complete a quick self-assessment during the session and collect aggregated results live.
- After the conference, she sends attendees a concise guide summarizing the framework and offers a limited number of free 30-minute consultations.

The result: new relationships with potential clients, invitations to other events and increased credibility in investor conversations.

6.2.4. Exercise – Conference Opportunity Planner

Objective: Design a 12-month plan for high-impact conference participation.

- **Roles:** Founder (or main spokesperson), marketing/communications support, optionally a PR advisor.
- **Inputs:** List of target conferences, topics you can speak about, past speaking experiences.
- **Time:** 2 hours.

Steps:

1. List conferences and events that reach your ideal audience.
2. Match your core themes with each event's focus.
3. Define the role you aim for (keynote, panel, workshop).
4. Note submission deadlines, requirements and decision dates.
5. Prioritize 3–5 events for proactive proposals.

Deliverable: Conference Opportunity Planner filled with priorities and actions.

6.2.5. Template – Conference Opportunity Planner

Event Name & Date	Audience	Proposed Topic / Angle	Desired Role (Keynote / Panel / Workshop)	Submission Deadline	Status	Owner
Conscious Tech Summit – 05/06	Founders, product leaders, investors	“Leading AI products with ethics and emotional sustainability”	Workshop + Panel	10/02	Drafting proposal	Founder

6.2.6. Checklist & KPIs

Checklist – Conferences

- ☐ We focus on events where our ideal audience is present.
- ☐ Our proposed topics connect our mission with concrete industry challenges.
- ☐ We design talks with interaction and clear takeaways.
- ☐ We have a follow-up plan for contacts and attendees.
- ☐ We review which events generated meaningful leads and learning.

Suggested KPIs

- Number of speaking engagements per year.
 - Percentage of talks obtained through proactive proposals vs. invitations.
 - Number of qualified leads or pilots originating from conferences.
 - Audience feedback scores or qualitative comments.
 - Repeat invitations from the same organizers.
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Subtopic 3 – Generation of Value Content

6.3.1. Definition

Value content is any piece of communication—articles, videos, podcasts, posts, newsletters—that **helps** your audience understand, reframe or solve a problem, whether or not they become your clients.

It differs from promotional content because:

- Its primary aim is learning, clarity or inspiration.
 - It is grounded in your experience and aligned with your mission.
 - It builds long-term trust instead of pushing for immediate sales.
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6.3.2. Practical framework

1. **Define your content pillars**
 - o 3–5 core themes where you want to be recognized as a reference (for example, “conscious leadership”, “ethical AI”, “human-centered scaling”).
 2. **Choose formats that fit your strengths**
 - o Writing, speaking, drawing, interviewing, facilitating.
 - o Start where your energy is highest and expand gradually.
 3. **Design a realistic cadence**
 - o Weekly, biweekly or monthly, depending on your capacity.
 - o Consistency beats intensity.
 4. **Create a content pyramid**
 - o Long-form “anchor” pieces (articles, webinars, reports).
 - o Medium pieces derived from anchors (blog posts, podcast episodes).
 - o Short pieces that point to deeper content (social posts, quotes, visuals).
 5. **Listen and iterate**
 - o Monitor questions and reactions from your audience.
 - o Update topics, tone and depth accordingly.
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6.3.3. Caso hipotético

Caso hipotético: A startup focused on regenerative business models decides to produce a monthly long-form article.

- Each article addresses a real client question, such as “How do I convince my board that sustainability is not just a cost?”
- They later transform the article into a podcast episode, a slide carousel and short posts for social networks.

- Over time, their website becomes a library of practical guides that investors and journalists also consult.

This consistent pattern generates inbound leads and positions the founders as references on regenerative strategy.

6.3.4. Exercise – Content System Design

Objective: Design a 90-day content system that you can realistically sustain.

- **Roles:** Founder or visible leader, content/marketing support and optionally a designer.
- **Inputs:** Existing content, list of client questions, business priorities.
- **Time:** 3 hours (can be split into two sessions).

Steps:

1. Define 3–5 content pillars.
2. Choose 1–2 primary formats and supportive channels.
3. Decide on a realistic publication frequency.
4. Fill in the content calendar template for the next 12 weeks.
5. Assign responsibilities and review points.

Deliverable: 90-day content calendar and responsibility matrix.

6.3.5. Template – 90-Day Content Calendar

Week / Date	Content Pillar	Anchor Piece (Article / Webinar / Report)	Derived Pieces (Posts / Clips / Newsletter)	Channel(s)	Owner	Status
Week 1 – 04/03	Conscious Leadership in Startups	Article: “Leading with calm during hypergrowth”	3 social posts + 1 newsletter section	Blog, LinkedIn, Email	Founder + Content Lead	Planned

6.3.6. Checklist & KPIs

Checklist – Value Content

- ☐ We know our main content pillars and how they support the business.
- ☐ We have chosen formats that fit our strengths and capacity.
- ☐ We transform anchor pieces into multiple smaller pieces.
- ☐ We regularly collect questions and feedback to adjust topics.
- ☐ We measure both engagement and business impact, not just vanity metrics.

Suggested KPIs

- Volume of content produced by pillar and format.
 - Engagement metrics (reads, listens, watch time, comments, saves).
 - Number of inbound leads referencing specific content pieces.
 - Newsletter subscriber growth and retention.
 - Time spent per month creating and distributing content (to evaluate efficiency).
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Subtopic 4 – Collaborations with Experts

6.4.1. Definition

Collaborating with experts means intentionally partnering with other professionals—researchers, practitioners, creators—whose expertise complements yours and who share compatible values.

Collaborations can include:

- Co-authoring reports, articles or books.
- Co-hosting webinars or events.
- Joint research or pilot programs.
- Roundtables and panels with multiple perspectives.

The objective is to **increase depth, credibility and reach** while enriching your own thinking.

6.4.2. Practical framework

1. **Clarify collaboration goals**
 - o Expand your audience? Deepen content quality? Test new offers?
 2. **Identify potential collaborators**
 - o People who share your ethical compass and care about similar problems.
 - o Professionals whose strengths complement yours (for example, you bring systemic vision, they bring data skills).
 3. **Design the collaboration format**
 - o One-off (webinar, article) or ongoing (series, research program).
 - o Clear scope, time investment and expected outcomes.
 4. **Align expectations early**
 - o Intellectual property, brand presence, revenue (if any), responsibilities.
 - o Communication rhythm and decision process.
 5. **Document and amplify learnings**
 - o Capture insights during and after the collaboration.
 - o Share results with your ecosystem, always acknowledging contributions.
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6.4.3. Caso hipotético

Caso hipotético: A founder specialized in emotional resilience collaborates with a data scientist interested in wellbeing metrics.

- Together they design a pilot study to correlate resilience practices with burnout indicators in remote teams.
- The data scientist leads analysis, while the founder designs interventions and interpretation.
- They co-author a report and deliver joint webinars.

The combination of quantitative rigor and deep human understanding makes their work especially credible for corporate audiences.

6.4.4. Exercise – Expert Collaboration Map

Objective: Map and prioritize potential expert collaborations for the next year.

- **Roles:** Founder, research/innovation lead, and possibly marketing or partnerships manager.
- **Inputs:** Existing network, conferences attended, authors and practitioners you admire.
- **Time:** 2 hours.

Steps:

1. List experts whose work resonates with your mission.
2. Note what each could contribute and what you offer in return.
3. Consider potential collaboration formats.
4. Prioritize 3–5 candidates with the best strategic fit.
5. Define concrete next steps for outreach.

Deliverable: Expert Collaboration Map with priorities and actions.

6.4.5. Template – Expert Collaboration Map

Expert / Organization	Area of Expertise	Your Contribution	Potential Collaboration Format	Strategic Fit (H/M/L)	Next Step & Date
Researcher in workplace wellbeing at local university	Wellbeing metrics and longitudinal studies	Access to organizations, program design, facilitation	Joint research + annual wellbeing report	High	Send intro email proposing exploratory call – 05/04

6.4.6. Checklist & KPIs

Checklist – Collaborations with Experts

- ☐ We are clear about why we want to collaborate and with whom.
- ☐ Roles, expectations and ownership are documented.
- ☐ Collaborations are aligned with our mission and capacity.
- ☐ We communicate results with transparency and shared credit.
- ☐ We review which collaborations generated learning, visibility and business impact.

Suggested KPIs

- Number of expert collaborations initiated and completed.
 - Diversity of expertise represented in collaborations.
 - Outcomes produced (reports, events, pilots).
 - Audience reach and engagement for co-created content.
 - New opportunities (projects, invitations) arising from collaborations.
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Subtopic 5 – Personal Brand Positioning Strategy

6.5.1. Definition

Personal brand positioning is the intentional way you craft and communicate who you are, what you stand for and how you create value—so that your name evokes a clear, coherent image in the minds of your audience.

For conscious entrepreneurs, personal brand is not separate from the company; it is often the **entry door** through which people discover your startup.

6.5.2. Practical framework

1. **Clarify your core promise**
 - o What transformation do you help people or organizations achieve?
 - o Example: “I help founders lead with calm and clarity in hypergrowth environments.”
 2. **Define your positioning statement**
 - o For [audience], who [context/aspiration], I [how you help] so that [outcome].
 3. **Identify proof points**
 - o Case stories, client testimonials, studies you’ve conducted, talks delivered.
 - o Degrees or certifications can help, but lived results matter more.
 4. **Choose your identity elements**
 - o Visuals: photo style, colors, typography.
 - o Voice: formal/informal, reflective/direct, storytelling/analytical.
 5. **Design your communication rhythm**
 - o Platforms where you will be consistently present (for example, LinkedIn, newsletter, podcast).
 - o Types of content you will share: insights, behind-the-scenes, failures and lessons.
 6. **Align with your company**
 - o Ensure your personal narrative reinforces your startup’s mission and not only individual ambitions.
 - o Create space for other team members to share their voices as well.
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6.5.3. Caso hipotético

Caso hipotético: A founder who used to hide behind the startup’s logo decides to step forward as a visible voice.

- She refines her positioning: “I help leaders build businesses that their future selves will be proud of.”
- She updates her online profiles with a consistent story: background, turning points, what she believes, what she offers.
- She starts a monthly newsletter with personal reflections and lessons from client work (respecting confidentiality).
- Over time, people refer opportunities directly to her, trusting that she will connect them with the right program or colleague.

Her visibility feeds the startup’s pipeline while also opening doors for partnerships and board roles.

6.5.4. Exercise – Personal Positioning Canvas

Objective: Articulate a clear, authentic personal brand positioning that supports your company’s mission.

- **Roles:** You (as founder or visible leader) and possibly a trusted collaborator who can give honest feedback.
- **Inputs:** Your life and career story, feedback from clients and colleagues, your company’s mission.
- **Time:** 2–3 hours of reflective work.

Steps:

1. Write key moments that shaped your current mission (successes, failures, crises).
2. Identify recurring themes in how you help others.
3. Draft your positioning statement and refine it until it feels both true and compelling.
4. Decide 2–3 platforms where you will express this positioning consistently.
5. Plan 3 concrete actions for the next month (for example, update profiles, write a foundational article, record an introductory video).

Deliverable: Completed positioning canvas and action list.

6.5.5. Template – Personal Positioning Canvas

Element	Description
Audience	Founders and leaders of purpose-driven startups navigating rapid growth and technological change.
Positioning Statement	“I help purpose-driven founders lead with calm, clarity and courage so they can grow their companies without burning out their people or their own values.”

Proof Points	10+ years facilitating leadership programs; creator of a resilience framework used by 30+ teams; co-author of annual Conscious Leadership Index.
Core Channels	LinkedIn, monthly newsletter, guest podcasts.
First 3 Actions	Update LinkedIn profile; publish “origin story” article; record 3-minute introductory video.

Element	Description
Audience	
Positioning Statement	
Proof Points	
Core Channels	
First 3 Actions	

6.5.6. Checklist & KPIs

Checklist – Personal Brand Positioning

- ☐ I can express my personal positioning in one or two clear sentences.
- ☐ My online profiles and materials reflect this positioning consistently.
- ☐ I share content that shows both my expertise and my humanity.
- ☐ My personal visibility clearly supports my company’s mission.
- ☐ I review and refine my positioning at least once a year.

Suggested KPIs

- Number of inbound opportunities referencing your personal name.
 - Growth of followers or subscribers on key channels.
 - Engagement quality (messages, invitations, collaborations) rather than only volume.
 - Percentage of new clients who mention your personal content as a reason to trust you.
 - Invitations to speak, write or collaborate based on your personal reputation.
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7. Global Templates and Tools

7.1. Impact × Effort Prioritization Rubric

Use this rubric to prioritize thought-leadership initiatives (reports, talks, collaborations, content projects).

Initiative	Impact (1–5)	Effort (1–5)	Priority (High / Medium / Low)	Responsible	Next Milestone	Date
Launch first annual “Conscious Leadership 5 Index” report	5	4	High	Research Lead	Finalize survey design	15/03

7.2. RACI Matrix – Thought Leadership Program

Activity	R (Responsible)	A (Accountable)	C (Consulted)	I (Informed)	Deliverable	Date
Define yearly thought-leaders hip roadmap (reports, conferences, content, collaborations)	Thought Leadership Lead	CEO / Founder	Marketing, Sales, Product, Legal	Whole team	Roadmap document approved	30/04

7.3. Thought Leadership KPI Dashboard

KPI	Definition	Target	Baseline	Frequency	Owner	Data Source
Thought-Leader ship-Influenced Revenue	Percentage of new revenue where clients reference reports, talks or content as key decision factor	40%	15%	Quarterly	Head of Growth	CRM + intake forms

7.4. Risk Map – Thought Leadership

Risk	Probability (H/M/L)	Impact (H/M/L)	Mitigation Strategy	Owner	Status
Overcommitting to speaking and content, creating burnout in a small team	High	High	Limit number of events per quarter; prioritize; automate where possible; set “no” criteria	Founder	In monitoring

7.5. 30–60–90-Day Plan

Horizon	Objective	Key Actions	Responsible	Indicators	Deliverable
30 days	Clarify thought-leadership priorities and map current assets	Internal workshop using this ebook; complete study, conference, content and positioning templates	Founder + Core Team	Workshop held; templates completed	Draft Thought Leadership Roadmap
60 days	Launch first pilots (study outline, one conference proposal, 90-day content calendar)	Approve study blueprint; submit at least one conference talk; start publishing content	Thought Leadership Lead	Proposals submitted; content cadence started	Pilot Progress Report
90 days	Review pilots and refine strategy	Analyze results; adjust priorities; define next 12-month plan	Founder + Leadership Team	KPIs updated; decisions made	Thought Leadership Roadmap 1.0

8. Summary and Next Steps

8.1. Key insights

- Thought leadership is not self-promotion; it is **public service** aligned with your mission.
 - Publishing **studies and reports** turns your learning into shared assets that shape your ecosystem.
 - **Conferences** are platforms to change conversations when approached with preparation and follow-up.
 - A sustainable **content system** multiplies the reach of your insights while respecting your capacity.
 - **Collaborations with experts** deepen your work and extend your credibility.
 - A coherent **personal brand positioning** ensures that when people hear your name, they associate it with clarity, integrity and usefulness.
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8.2. Next-steps checklist

Use this table to define your immediate actions.

Next Step	Responsible	Deadline	Status (Not started / In progress / Done)	Observations
Choose flagship study topic and complete Signature Study Planning Table	Research Lead + Founder	20/03	Not started	Align with current clients' biggest questions

9. Self-Assessment – Thought Leadership Readiness

Rate each statement from 1 to 5:

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree.

1. We have at least one clear domain in which we want to be recognized as a reference.
2. We plan to publish (or already publish) structured studies or reports that contribute to our ecosystem.
3. Our studies and reports are aligned with real decisions our audience needs to make.
4. We have a 12-month plan for participation in selected conferences or key events.
5. Our team uses conferences primarily to build relationships and influence conversations, not just for visibility.
6. We create value content consistently around a few well-defined pillars.
7. Our content is more educational and reflective than promotional.
8. We have systems and routines to repurpose anchor content into multiple smaller pieces.
9. We intentionally collaborate with experts whose strengths complement ours.
10. Roles, expectations and ownership are clear in our collaborations.
11. The founder or visible leaders have a defined personal positioning that supports the company's mission.
12. Our online presence (profiles, website, content) reflects this positioning coherently.
13. We track at least some KPIs connecting thought-leadership activities to business outcomes.
14. We review our thought-leadership strategy and roadmap at least once a year.
15. Overall, we feel that our visibility and influence are growing in a way that is aligned with our values and sustainable for our team.

9.1. Calculating and interpreting your score

Step 1 – Calculate

- Add the scores of all 15 items.
- Divide the total by 15 to obtain an average between 1 and 5.

You can also calculate sub-scores:

- Studies & reports: items 2–3.
- Conferences & events: items 4–5.
- Content system: items 6–8.
- Collaborations: items 9–10.
- Personal brand & governance: items 1, 11–15.

Step 2 – Interpret

- **1.0–2.4 – Latent potential**
 - You have ideas and passion but little structure around thought leadership.
 - Recommendation: Start with one flagship initiative (a study, a conference talk or a 90-day content plan) and use this ebook to design it carefully.
- **2.5–3.7 – Emerging thought leadership**
 - Several elements are in place, but efforts are scattered.
 - Recommendation: Build a simple roadmap, focus on coherence between studies, talks and content, and start tracking KPIs.
- **3.8–5.0 – Consolidating influence**
 - You already function as a reference and are building an ecosystem around your ideas.
 - Recommendation: Deepen collaborations, strengthen measurement and consider mentoring other entrepreneurs on this path.

Revisit this self-assessment periodically to track progress and adjust priorities.

10. Glossary (15 Terms)

1. **Thought Leadership** – The practice of consistently offering valuable, original insights that shape how others understand and act on key issues.
2. **Flagship Report** – A recurring, structured publication that becomes a signature reference for your organization.
3. **Insight** – A clear, actionable understanding about a pattern or problem that was not obvious before.
4. **Conference Strategy** – Plan that defines why, where and how you participate in events to maximize impact.
5. **Content Pillar** – Main theme or topic area around which you create recurring content.
6. **Anchor Content** – Long-form, high-value piece (such as a report or webinar) from which smaller content items are derived.
7. **Repurposing** – Converting existing content into new formats or angles to reach different audiences.
8. **Collaboration** – Structured cooperation with other experts to create shared value, knowledge or offers.
9. **Positioning Statement** – Concise expression of who you serve, what you do for them and what outcomes you enable.
10. **Proof Point** – Evidence that supports your claims, such as case stories, data or testimonials.
11. **Ecosystem** – The network of clients, partners, competitors, institutions and communities connected to your work.
12. **Pipeline** – Set of opportunities (clients, collaborations, projects) that are in progress but not yet closed.
13. **Visibility** – Degree to which your target audience is aware of your existence and message.
14. **Credibility** – Degree to which your audience perceives you as trustworthy and competent regarding a topic.
15. **Influence** – Capacity to shape how others think, decide or act, grounded in trust and perceived value.

Final Note of Gratitude

Thank you for dedicating time and focus to this material. Each concept and tool here was designed to provide clarity and strategic vision.

The fact that you are here—investing in yourself and your organization—is proof of leadership commitment.

Remember: true impact comes not only from learning but from **applying and sharing** it. May this guide support wiser decisions, deeper conversations, and more meaningful transformations.

Reference to the HBT PORTAL™

The place where each week you will find:

-  Practical ebooks.
-  Podcast summaries on Spotify.
-  Videos on YouTube.

All designed to connect innovation with the human.

 [HBT PORTAL™](#)