

Thought Leadership



winmark

Introduction
to Thought
Leadership

Thought Leadership

In today's competitive business environment, organisations need to **identify, sustain and develop unique areas of expertise.**

Thought leadership is an excellent way of breaking through the noise, demonstrating expertise and engaging with new and existing clients. These benefits can be broken down into what are known as 'the three Rs'.

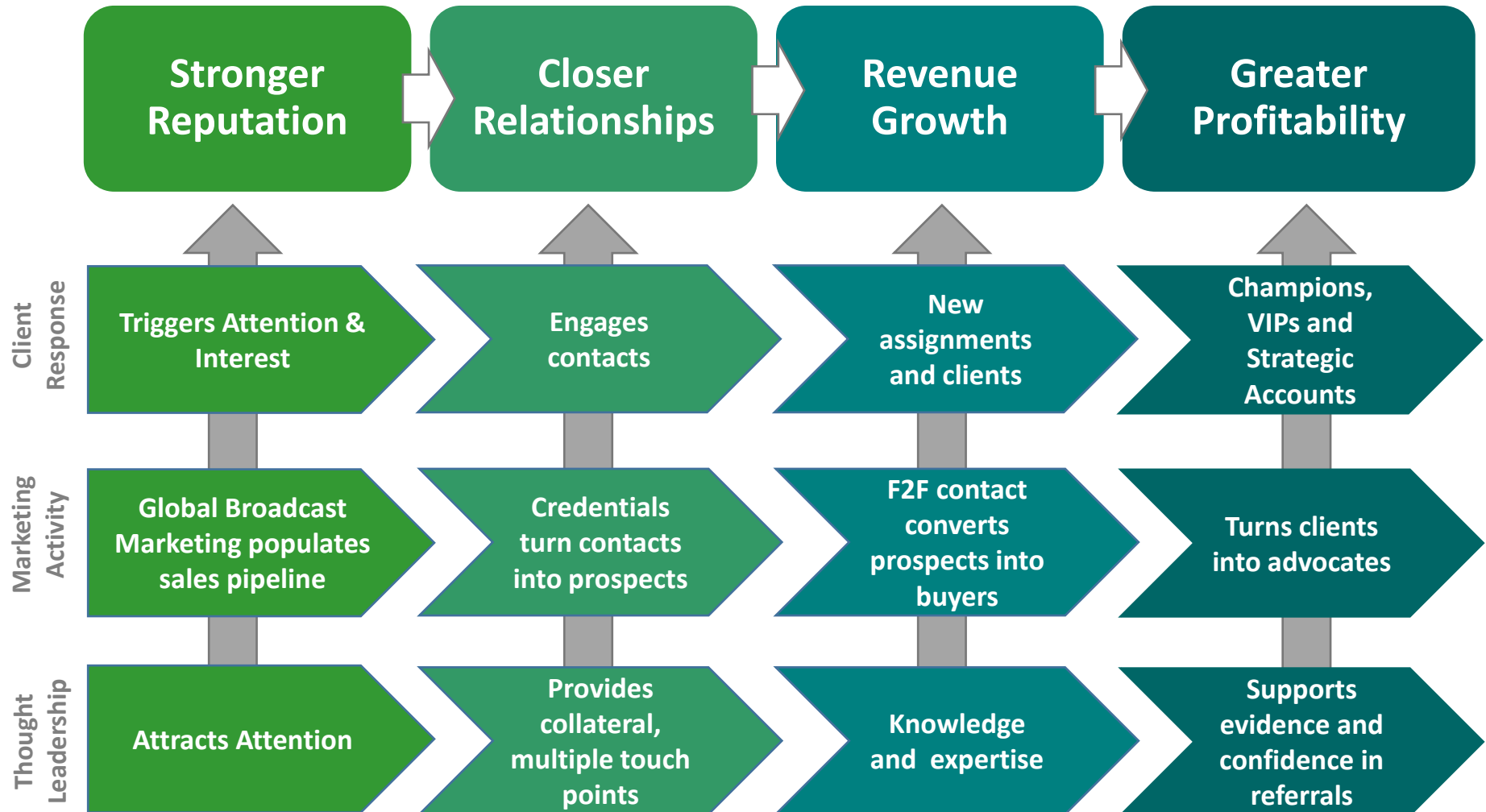
- **Reputation**
- **Relationships**
- **Revenue**

Thought leadership develops all these and in addition can be used to:

- **Corral the team around an issue**
- **Develop internal expertise**
- **Support offices with limited marketing capabilities**

***Winmark wins awards
for its research,
its innovation and
for diversity.***

Thought Leadership Benefits



Buyers want their suppliers to be Thought Leaders



88%
Thought Leadership
'important or critical'
in developing
shortlists

50%
C-Suite decision
makers use Thought
Leadership to shortlist

60%
B2B Buyers decide
before they formally
engage

Opportunity to
Set the agenda
Build value
Influence the buyer's approach

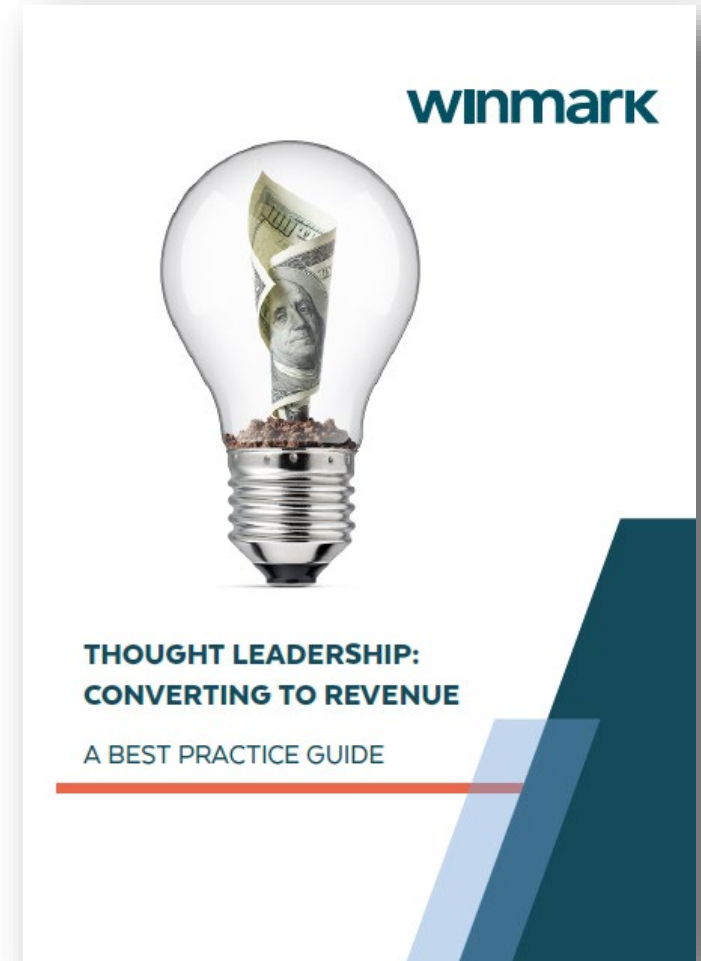
Thought Leadership Best Practice

Special thanks to our clients and friends that helped us build the World Class Guide on how to conduct and gain most value from thought leadership.

- **Financial Times**
- **Boston Consulting Group**
- **Herbert Smith Freehill**
- **Accenture**
- ... and many more.

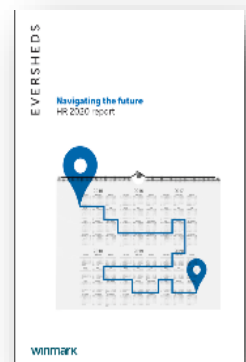
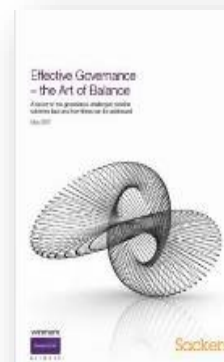
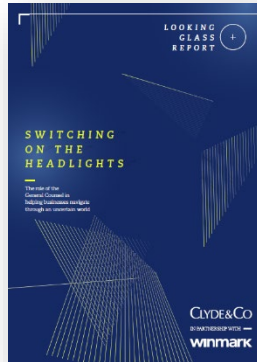
This guide is free of charge and available to all Winmark research clients. A must read before embarking on any thought leadership.

Winmark is also delighted to train its clients teams on thought leadership based on the guide's content.

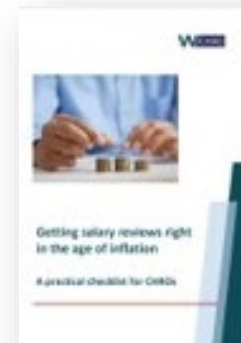


25 Years of Experience

Many global companies come to - and stay with - Winmark for thought leadership



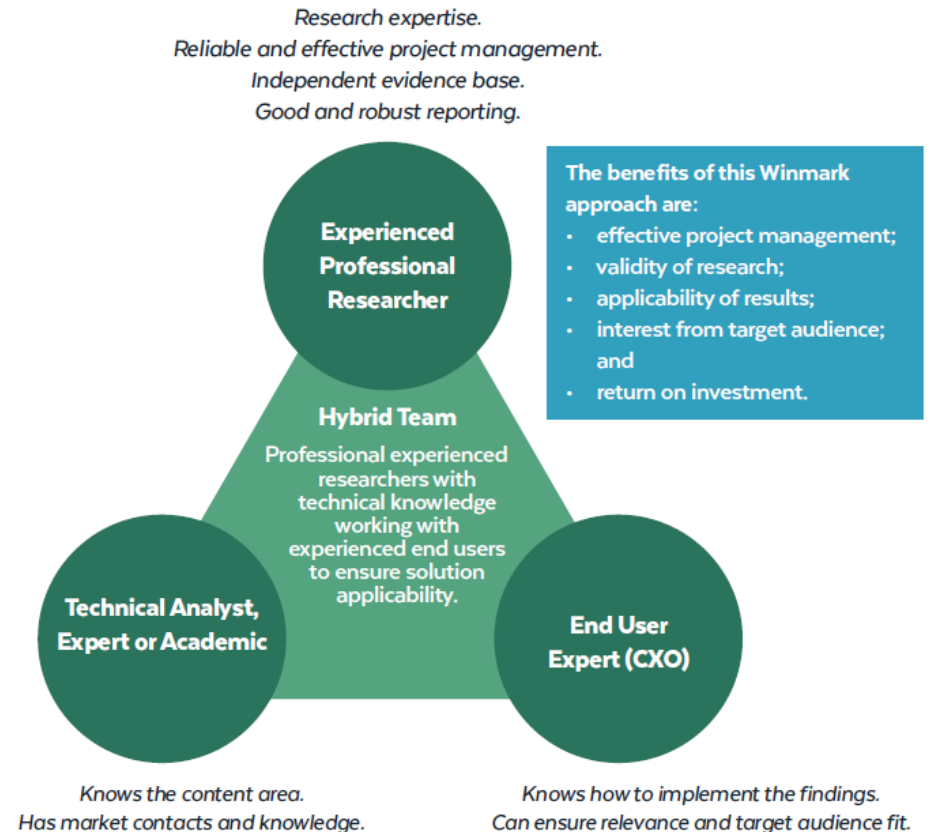
Winmark annually self commissions multiple thought leadership projects



Unique Design & Relevance

Winmark's executive networks provide:

- Ability to identify existing activity and insights, and find the 'White Space' that will engage audiences.
- Refining key factors to gain edge, including:
 - **What** – what are they interested in
 - **Who** – who exactly should we talk to
 - **How** – most relevant design and language
 - **Why** – why would they engage
 - **Where** – access to multiple roles geographies and sectors
 - **When** – speed of response due to existing connectivity



Unique Distribution & Support

Winmark's multi-channel approach supports the distribution and impact of the research:

Social Media (Business Leaders)

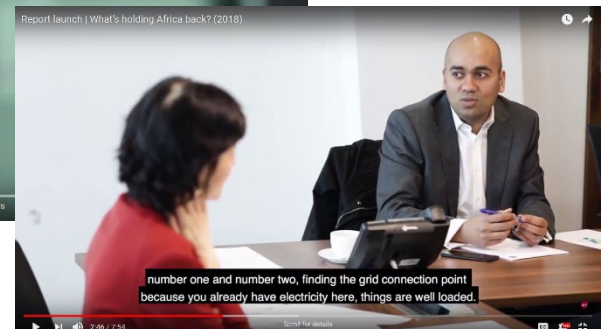
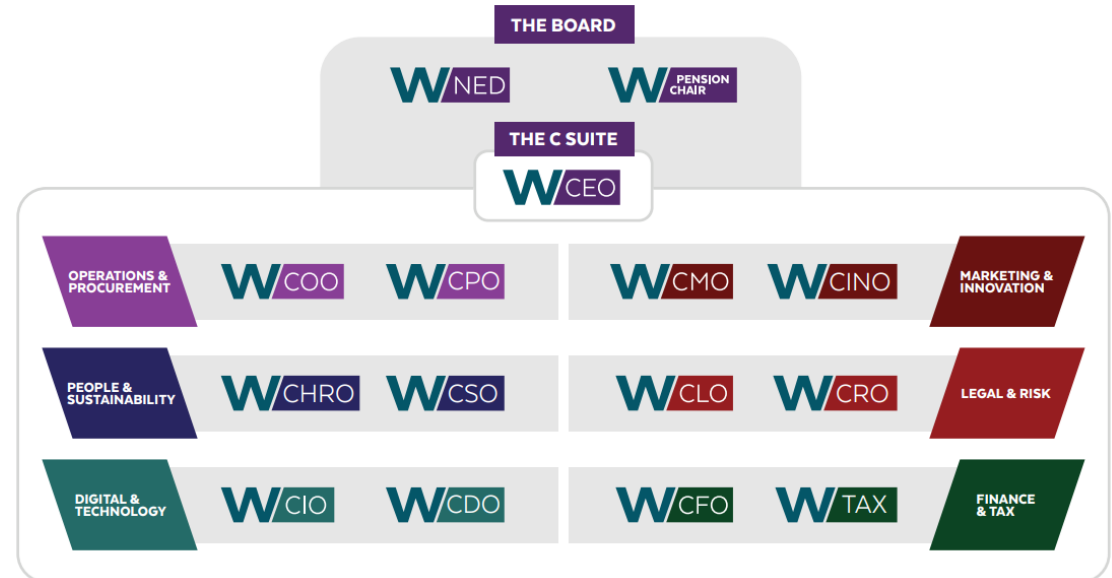
- LinkedIn - shared with 30,000+ business leaders.

Network Members (C-Suite Leaders)

- Shared with 5,000+ Winmark members and contacts through its regular communication routes.

Media

- Media grabbing headlines and artifacts are created as part of the research delivery.
- Winmark produces video content for distribution on websites, social media channels and dedicated microsites.



Unique Client Contact & Packs

Joint Launch Events

- Relevant research designed by Winmark is interesting to our C-Suite members.
- In person joint and multiple launches are common practice with Winmark and its research clients.

Client Engagement Packs (CEPs)

- Built with the client, CEPs trigger new (and support existing) client relationships. CEPs typically include:
 - Key messaging
 - Presentations (including dynamic)
 - Infographics for social media
 - Placemats for meetings (A4 visual summaries/infographics)
 - Questions (open-ended) to ask that relate to findings



What Clients Say

“Few reports on trends in the legal industry are as thorough as the Winmark’s annual Looking glass report.”

THE TIMES

“Winmark consistently deliver on two critical criteria that we seek in a partner – clear ROI and on time.”

CANON EUROPE

“One word – excellent. Honestly the best I have read so far and believe me, I have read a fair number.”

BOSTON CONSULTING GROUP

"The last [Winmark report] is one of the best I have seen on Strategy - it simplifies what can be an overly complicated subject."

BDO GLOBAL

“Not only was the content itself excellent, but the fact that it came from Winmark instantly ensured it had credibility with the board.”

SMITH & WILLIAMSON

“Very good content, and a great report, so well done!”

PINSENT MASONS

“An excellent report drawing on their wide network of contacts.”

GC HUB

“This is an incredibly useful guide.”

TLT

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winmark

Better
Reputation

Closer
Relationships

More
Revenue

Greater impact

Embedded into Winmark
ecosystem

Relevant and engaging

C-Suite experts involved
in design, research and
launch

**Higher ROI
Measurable ROI**

Smart business
development support in
collateral, training and ROI
measurement

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