



QUALITY RATINGS OF THOUGHT LEADERSHIP FOR THE FIRST HALF OF 2017

*Analysis of thought leadership and ranking of leading
consulting firms based on our established methodology*

Would you like to explore the findings of this report in more detail?

We can help you consider what our findings mean specifically for your firm. We run webinars and small group discussions based on in-depth analysis of our quality ratings and our knowledge and experience of thought leadership. Questions we often help our clients answer include:

- Are we maximising returns on our thought leadership investment?
- Where are the biggest opportunities for increasing the impact of our thought leadership?
- What can we learn from the best—and the worst—of our content?
- What can we learn from our competitors' content?
- Where and how can we innovate effectively?
- What do the results suggest about our ways of working on thought leadership?

Can we help you assess the quality of individual publications?

Underpinned by our quality criteria and benchmarking data, we provide feedback on individual pieces of content. This can be carried out pre-publication, in which case we will also make suggestions about what can be improved before your deadline. Clients use our post-publication feedback to train creators of thought leadership, to identify opportunities, and to track progress.

To find out more, or simply to request a quote, please contact jo.peck@sourceglobalresearch.com.

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