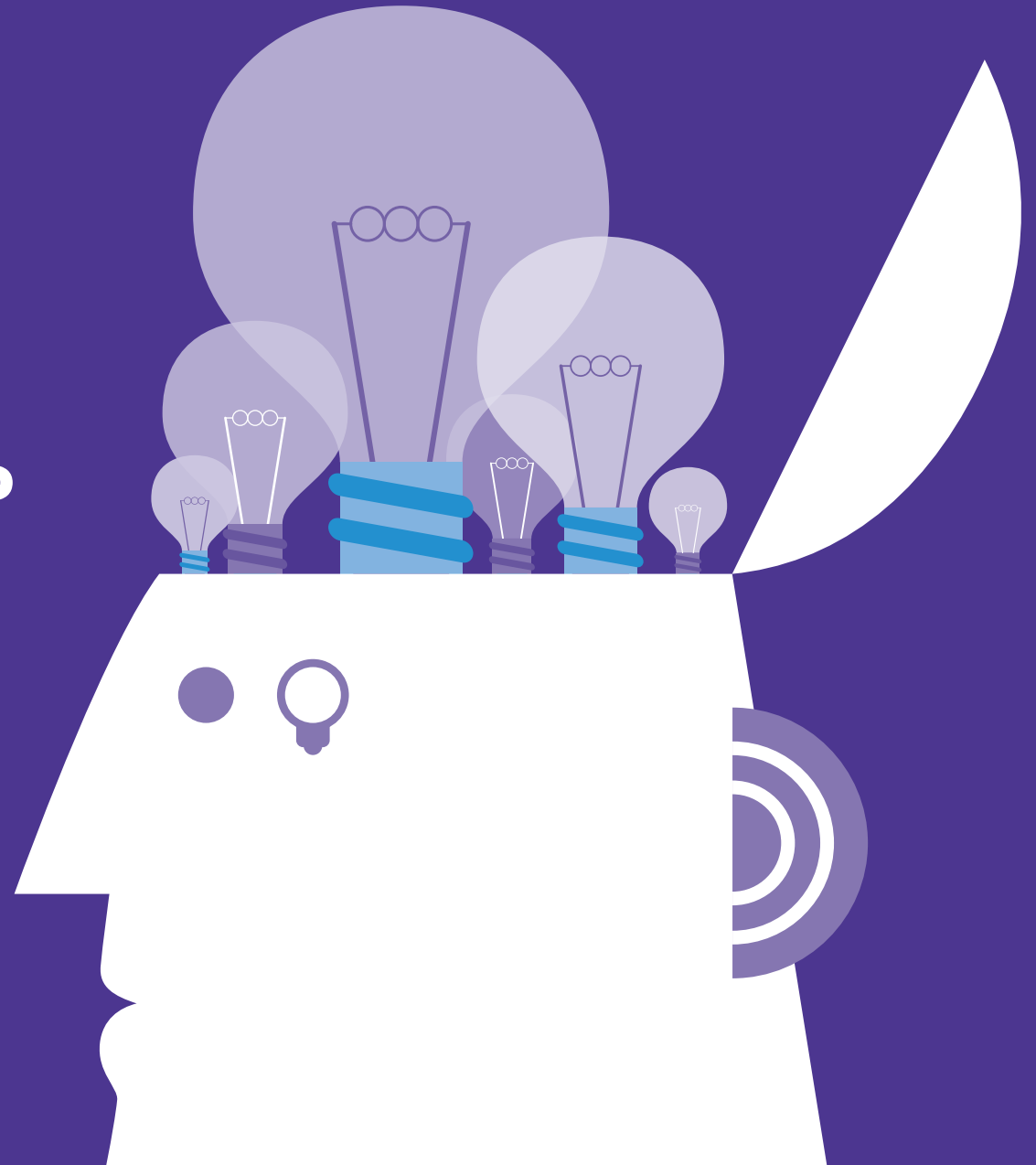


LEARNING FROM THE LEADERS: WHAT IT TAKES TO CREATE HIGH-QUALITY THOUGHT LEADERSHIP



How Source can help you create high-quality thought leadership

Here's how we can be part of your team:

Find the White Space

We're really good—because we do this regularly and because we have a lot of knowledge about what competitors are publishing—at analysing the competitive landscape. You tell us what you're thinking of focusing on and we'll look at everything that could be relevant, highlight and comment on the pieces that matter, and offer our input on what we think it all means for your thought leadership.

Invite challenge, even when the finishing line is in sight

Using our established methodology, we review content in draft form. As we would for a finished piece of content, we give you feedback on what works well and what you might want to do differently next time you create a piece of content. And we give you advice—given the constraints you face—about how to significantly improve the piece of thought leadership you do have.

If you want to find out more about either of these services, please contact [Jo Peck](#).

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