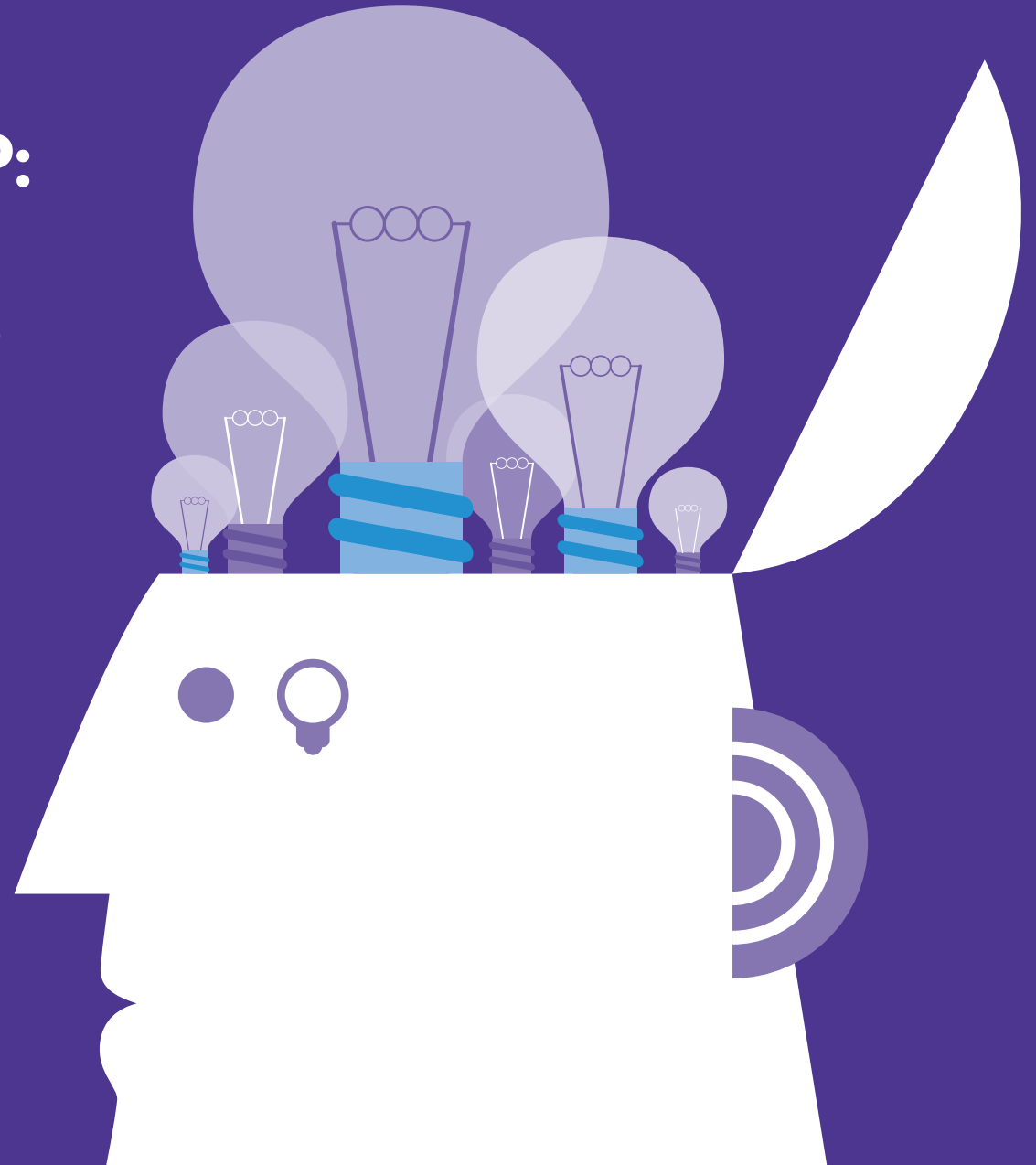


THOUGHT LEADERSHIP: WHAT BUYERS OF CONSULTING SERVICES REALLY WANT, AND HOW THEY WANT TO RECEIVE IT



MEET BOB... AND 119 OTHER BUYERS OF CONSULTING SERVICES

Bob, based in the United States, is Director of Strategy at a TMT company employing over 3,000 people. In the last two years, amongst his many other tasks, he has both managed, and been a key decision-maker in, the selection process for a high-profile consulting project.

In a typical month, Bob reads three to five pieces of thought leadership, usually to find out what is new or interesting in the TMT sector. He typically accesses thought leadership via one of three routes: an email from a consulting firm landing in his inbox, seeing someone he respects promote content on LinkedIn, or receiving content from someone at work.

He remembers a recent piece by PwC—a firm whose services he has considered using—which he found useful because it gave him a different way of thinking about one of his key challenges. If he could design his ideal piece of thought leadership it would offer insights into what leading firms are doing in the TMT sector, and include useful benchmarking data as well as interviews with industry leaders. And, ideally, it would be a video.

In June 2018, we surveyed (through phone interviews) Bob* and 119 other buyers of consulting services to understand what they really want from thought leadership, and how they want to receive it. We asked them about how thought leadership has influenced their buying decisions; what they really want and how; and to discuss why they looked at, and what they got from, a specific remembered piece of thought leadership. For more information about our research, see [Survey respondents](#).

Our comments on the survey data, and our recommendations for creators of thought leadership, leverage our ongoing research with buyers and users of consulting services, and our ongoing work with the world's leading consulting firms. Our aim is to help our audience—you—create the kind of thought leadership that your audience really wants.

Author

Rachel Ainsworth joined Source Global Research in 2011 and is Head of Thought Leadership Strategies and Solutions. Rachel is responsible for the development and application of our thought leadership quality methodology, our bi-annual rankings of consulting firms, and our White Space platform, which provides guidance and a database of consulting thought leadership to subscribing firms.

Rachel works with the Big Four, technology firms, HR experts, strategy boutiques, mid-sized consulting firms, and smaller specialists. Projects include competitor analysis, support in identifying new concepts for thought leadership, pre-publication reviews, post-publication reviews and analysis of trends, and training. All of this work is underpinned by Source's ongoing research programme examining the views of senior executives; last year this research included surveying or interviewing nearly 3,000 buyers and users of consulting services.



*Respondent 16 may or may not be called Bob. However, all of the other details come straight from our survey.

HOW SOURCE CAN WORK WITH YOU

We work with a variety of consulting firms, big and small, to help them deliver high-quality thought leadership. We can:

- **Provide feedback on your thought leadership concept to give you the best chance of creating differentiated, relevant, insightful, and actionable content.** We carry out competitor analysis and leverage our client research as well as our knowledge of what constitutes great thought leadership.
- **Optimise your content prior to publication to help you make the most of your investment.** We provide a benchmarked score using our established methodology, explain what is working well and what stands in the way of achieving maximum impact on your target reader, and offer recommendations for immediate action prior to publication.
- **Offer actionable recommendations around your thought leadership portfolio and how content is presented and promoted.** We consider your thought leadership from many angles including quality, use of multiple formats, and promotion across different channels. We can also analyse competitor activity before providing recommendations.

To find out more about any of these services, please contact +44 (0)20 3478 1207 or email info@sourceglobalresearch.com.

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