EXTRACT

SOURCE GLOBAL RESEARCH

January 2021

How COVID impacted thought leadership in 2020

About this report

This report summarises Source's views on best practice for COVID-19 thought leadership based on our extensive experience of reading and reviewing content by consulting firms, with reference to our quality ratings methodology.

We have also conducted a number of interviews with leaders of content functions in major consulting firms about the challenges and opportunities presented by the events of 2020. We would like to thank Ilona Steffen, Global Marketing & Insights Director, PwC; Francis Hinterman, Global Managing Director, Accenture Research; Cindy Anderson, Global Lead, Engagement and Eminence, IBM, and Haynes Cooney, Research Director, IBM Institute for Business Value; and Attlila Keleman, Executive Director, Brand and Thought Leadership, KPMG.

Differentiation

- Is this piece of thought leadership relevant to me right now?
- Does it tell me something useful that I didn't know already?

Appeal

- Am I encouraged to read on?
- Is it ready and enjoyable to use?

Resilience

- Can I trust what I am being told?
- Do I know who is writing this and why I should believe them?

Prompting Action

- Do I have a clear sense of what I ought to do now?
- Will a conversation with this firm be useful to me?

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Best practice overview

Thought leadership has become more important as a result of the crisis

89%

The proportion of clients who say that thought leadership has become more important to them during the current crisis

79%

The proportion of clients who have encountered recent consulting firm content that has transformed the way they think about their business

69%

The proportion of clients who say they are consuming more content as a result of the crisis

*Drawn from our survey of 150 senior executives in four countries—the US, UK, France, and Germany—about their use of content, carried out in August 2020

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Contributors

We are extremely grateful to all the people we spoke to for making this report possible. Below is a list of individuals who have contributed (excluding those consultants who wished to remain anonymous).

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About us

Source analyses the way in which economic, business, behavioural, and technology change drives how organisations use professional services, and the implications that has for professional services firms.

Since its inception in 2007, Source has invested in sophisticated, proprietary research techniques that not only provide unique insights on current and future trends in the market, but also provide a better and faster solution than you would be able to reach yourself.

Our analysis and recommendations are derived from data and experience, and we use our team's extensive knowledge of the industry to provide actionable and clear conclusions on the best course of action for you and your firm. Our insights have underpinned some of the biggest strategic investment decisions made by professional services firms around the world.

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Our custom work

In addition to our report programmes, we also provide custom advice and research-led consulting services to the world's biggest and most successful professional services firms, helping them identify the best areas for investment and plan their strategic responses.

Among other things, our work includes:

- Deep market and competitor analysis
- Acquisition strategy
- Proposition strategy and development
- Brand and client sentiment analysis
- Thought leadership and content strategy, development, and review

For more information about any of these, please visit our website or get in touch.

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