

We asked 181 communications executives from 18 countries for their views on thought leadership.

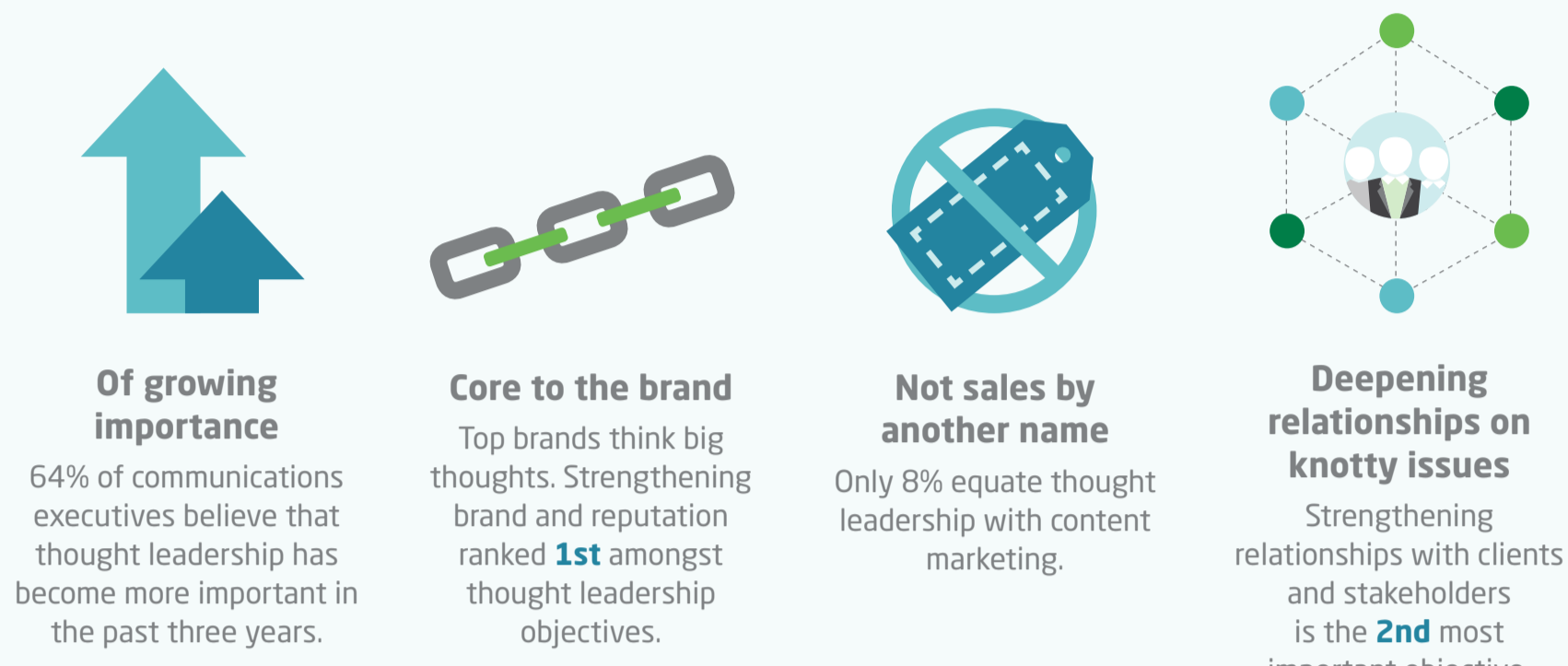
What did they tell us? Companies are using thought leadership to engage a broader set of audiences ... in deeper dialogues ... over a longer period of time.



Trending Topic



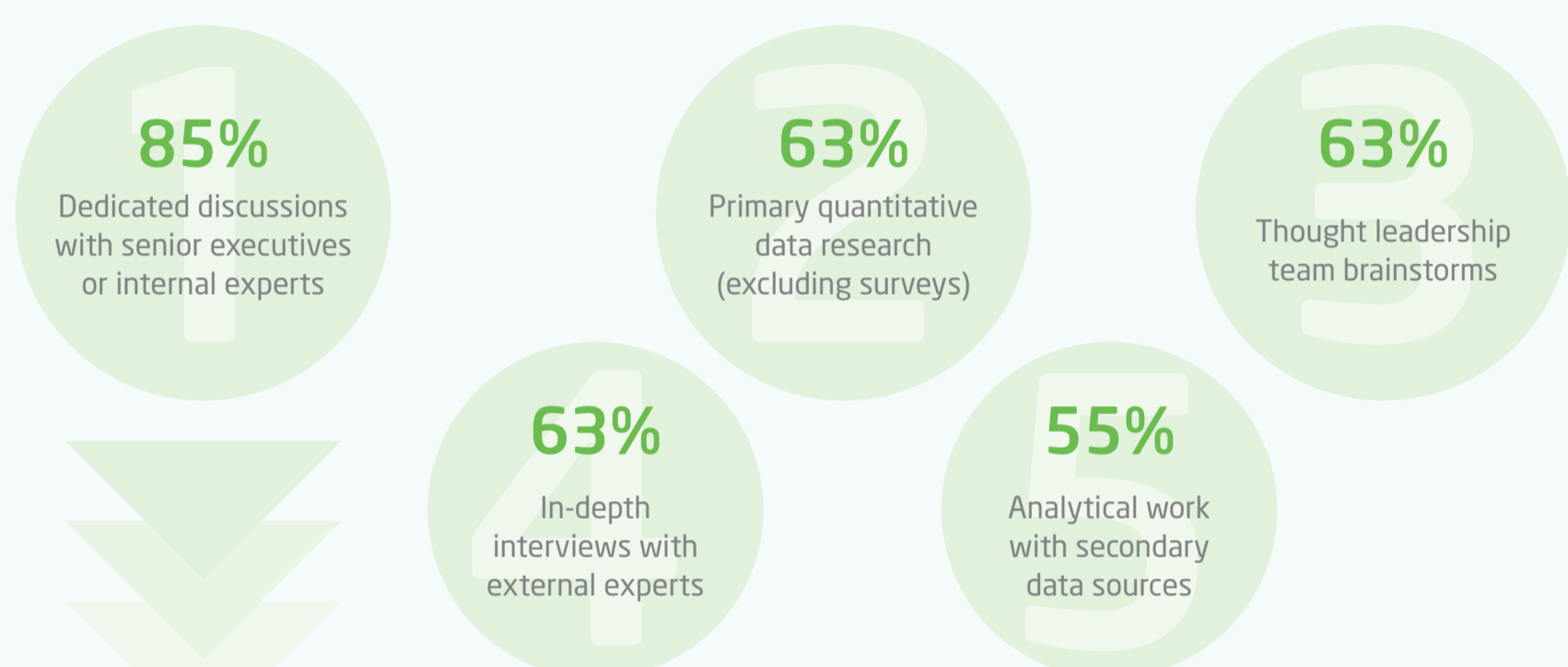
Why does it matter? Business Necessity



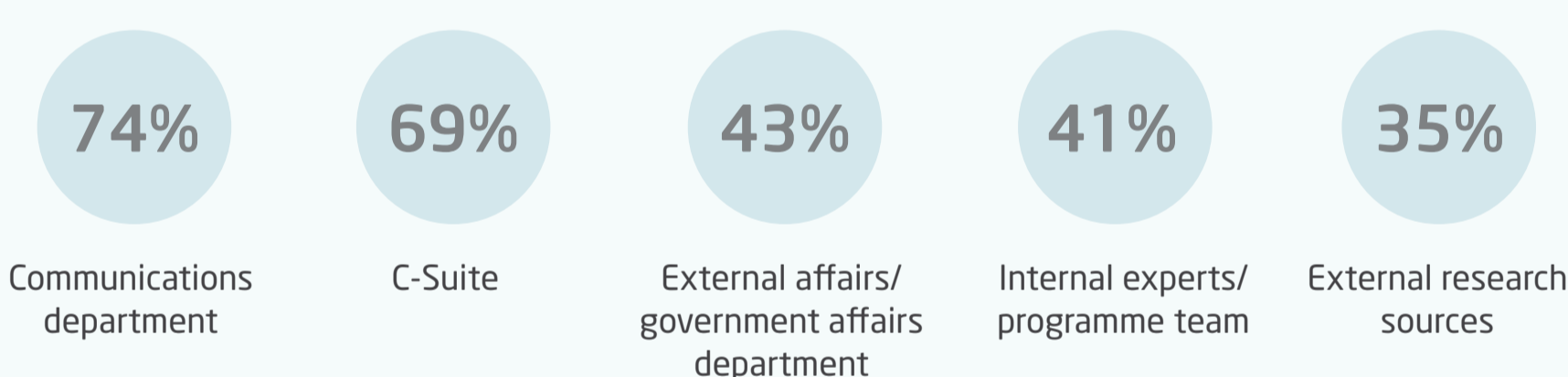
What elevates its importance? Deeper content, powered by people



The most important methodologies for generating thought leadership:



The people engaged with thought leadership:



What gets in the way? Time, courage and financial resources



To what end? Thought Leadership opens the door to sustained dialogues.



Match your company's strategic objectives with thought leadership themes



Locate and address issues of long-term importance to your stakeholders



Identify and foster the skills needed for thought leadership



Mobilise the brainpower of your entire organization

We welcome this new marketplace of ideas, with more thoughtful discourse to refine good ideas into great ones. And great ideas make a difference in the world. They can also sell a lot of widgets.

[Click here](#) and read our report, **Standing out in the Marketplace of Ideas: The State of Global Thought Leadership 2015** for insights on how your thought leadership can stand out, too.