



# Thought Leadership Program

Communicate your leadership expertise and leverage the network effect

Positioning yourself, interacting with, and sharing content on LinkedIn can help you attain status as an expert and thought leader. It will amplify your voice and attract the right visitors to your profile so you increase warm leads, build relationships and close real sales opportunities.

Designed to help innovative leaders, professionals and consultants update and leverage LinkedIn to gain more visibility, trust and impact this program includes weekly calls and a six-month commitment ensure accountability and tangible success.

## Phase I: Profile

We audit your current profile and follow customized steps to optimize your profile for your expertise.

## Phase II: Content

Develop your content strategy and campaigns to establish your positioning through key topics and posts

## Phase III: Connections

Your personalized mastermind group provides accountability and network effect for consistent posting, as you learn how a direct message strategy to increase connections and qualified leads

**“During these three phases, we ensure you are posting content that is aligned with your expertise. This will fill your pipeline and set you up for collaboration and advocacy well into the future.”**



### Raj Hayer | Senior Enabler, Communications and Market Research Expert

Raj has led strategic planning efforts for customer experience, human capital transformation, and change management, defining crucial metrics to ensure sustainable business growth. She is an expert at leveraging market research and think tanks for successful market entry and growth initiatives. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).