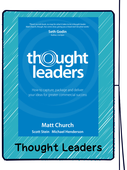

- **About**
  - How to Capture, Package, and Deliver Your Ideas for Greater Commercial Success
  - Authors: Matt Church, Scott Stein, Michael Henderson
  - Preface by Matt Church
    - The struggle to create clarity around a particular idea became his grand obsession.
    - Not a book on capitalism, but rather a book on how clever people can be commercially smart with their ideas.
    - Desire is to be able to capture great ideas, package them so the ideas do something great, that they get out into the world, and are so valued, that you get commercially rewarded for them.
  - About Me
    - BrandonHeager.com
    - How You can Benefit the Most...Follow Along
- **Thought Leaders Intro**
  - What is Thought Leadership?
    - First coined in 1996 by Joel Kurtzman editor in chief of Strategy and Business magazine.
    - A thought leader is a subject matter expert who has unique insights or perspectives to share in their area of expertise.
    - Began by having questions asked of him:
      - How do I learn to do what you do?
      - How do I construct my ideas in such a compelling and unique manner that positions me as a Thought Leader.
    - Where do Thought Leaders Appear?
      - Entrepreneurs
        - Build, grow, or leverage a commercial business
      - Intrapreneurs
        - Works internally within an organization.
      - Infopreneurs
        - Sells their ideas to others to assist them.
      - Socialpreneur
        - Uses expertise to make a difference in social or community issues.
  - Why TL? And Why NOW?
    - Information in hands of all
    - Business World has Changed
    - Marketing has Changed-Forever!
    - Increased Need to Innovate and Differentiate
- **7 Essential Skills of TL**
  - Uniqueness-Know who you are.
    - Everybody is Unique...Combat Imposter Syndrome. (Feeling fake or fraud). Many do not value their strengths/accomplishments.
      - Finds Unpacking Ideas...helps to overcome insecurities.
      - Discover Unique Identity
      - Become less reliant on opinions of others.
      - Get clear/remind yourself of your purpose.
    - Branding
      - 3 Word Style Brand
      - Write profile for social media using the words
    - 6 Step Process for Discovering Uniqueness
      - Discovery - You are more than you think you are.
      - Vision - Design personal mantra for my vision.
      - Offering - Discover and define my unique strengths, talents, and expertise.
      - Experience - What do I bring to the table differently?
      - Presence - what is my signature presence?
      - Purpose - define core purpose and my story.
    - Signature Style
      - Being a Thought Leader is about Standing Out, not fitting in.
      - Spotlight on Peter Sheahan - Thought Leader for Businesses
  - Expertise - unlocking and unpacking our IP
    - Why Important?
      - Big Challenge: crafting an idea into a format that allows TL's to quickly capture ideas and share them with others. Audience can quickly unpack the IP and consider ideas across a full spectrum, and shuffle to be used in different ways.
      - Full Spectrum Ideas: crafting messages that dance through left-brain logic to right-brain creativity and from concrete examples to high level contextual thinking. Spectrum Model.
      - People are positioned as experts by their ability to capture expertise and share it with others.
    - IP Snapshots - Pink Sheets
      - Content - Specific
        - Left: Statistics, Case Studies, Step-by-Step guides.
        - Right: Stories, audience interviews
      - Concept - Point Making
        - Summarize in 1 or 2 sentences.
          - Formal
          - Casual
      - Context - Big Picture
        - Models (left/logic)
          - Become a Model Kleptomaniac. Study anatomy, structure, design and intent.
            - RK's Cashflow quadrant
            - Maslows Hierarchy
        - Metaphors(right/emotion)
          - Big Idea...object and activity based. Instruments. Transportation. Profession. Sports. Universe.
      - Shoulders of Giants
        - Be obsessed with attribution.
          - My friend (Thought Leader) is an expert on (message) He created a brilliant framework (called (name). I'd love to share it with you...
        - We need to move from plagiarism to attribution
        - Q's to Ask
          - Who do I think?
            - yes...AND
            - yes...BUT
      - 7 Step Process
        - Create List - things I know, talk on, or may like to share with others.
        - Clusters - Idea has only a few points.
        - Have a point...this is the Concept.
        - Make it a Big Idea...diagram, metaphor.
        - Support point - facts, examples, stories, case studies.
        - Create a system - an idea Bank...searchable and retrievable.
        - Customize Content...not Content.
  - Perspective - See what is really going on.
    - Become a Futurist...masters of perspective.
    - Analyse with STEEP
      - Social
        - age
        - culture
        - genders
        - patterns
      - Technological
        - Speed
        - Cost
        - Innovations
        - Design
      - Economic
        - Interest Rates
        - Inflation
        - Energy
        - Rate of economic growth
        - Employment
      - Environmental
        - Legislations
        - Shareholders
        - Information
        - Customers
      - Political
        - Legislation
        - Government
        - Public services
        - Taxation
    - WWJDT
      - What would other people do?
  - Positioning - share who you are...p.108
    - So, what do you do?
      - You - Dinner Party
        - Obsession - what lights you up.
        - Category - something they know.
        - History - edit out irrelvant bits.
      - It - Networking Event
        - Uniqueness - what sets us apart?
        - Analogy - Something they already understand.
        - Example - Use Case Studies
      - Them - Boardroom
        - Purpose - How you help them achieve their purpose.
        - Problems
        - Solutions - some you prepared earlier.
  - Delivery - Share what you know.
    - Choosing your channel
      - Tell - Content with stories and examples / Authorship
      - Show - Concepts with Ideas and Principles / Mentor
      - Ask - Context by asking Q's that elicit content /Coach
    - 6 Main Channels
      - Author
      - Mentor
      - Coach
      - Facilitator
      - Trainer
      - Speaker
  - Adaptation - Adjust how you share ideas.
    - Understanding Mindsets. p.139. Good ideas for various learning preferences.
      - Visual
        - Posters
        - Banners
        - Images in PPTs
      - Auditory
        - Music during breaks
        - Vary pitches while speaking
        - Soundbites - eg. Message Trumps Method.
      - Kinesthetic
        - Something to Hold.
        - Interactive exercises.
        - Movement.
      - Numerate
        - Number points.
        - Show of hands.
        - Ask audience to calculate.
      - Linguistic
        - Formal set of words - environmental sustainability
        - Only words we can pronounce.
        - language distinctions
      - Interpersonal
        - For example...
        - Detailed case studies
        - Video interviews of others on topic.
      - Abstract
        - Metaphors
        - Quotes/historical reference
        - Fables
      - Existential
        - Relate principle to big ideas.
        - Create different ways of saying the same thing.
        - Introduce competing ideas...and shoot down.
      - Intrapersonal
        - How can audience apply in their lives.
        - How we personally benefit.
        - Outline results.
  - Execution - Becoming Massively Productive.
    - Be Efficient
      - Take notes
      - Mind mapping
      - Set Agendas
    - Be Effective
      - Most important task First
      - Say No
      - Manage interruptions
    - Be Leveraged
      - Recycle ideas.
      - Setup for future success...efficiency.
      - Tag, Store, and Recall
      - Anything Repetitive....Systematize
    - Get Systematized
      - SOP's
      - Habitual ways of performing.
    - Be Functional
      - Stay in Lane...no micromanaging.
      - Consistent accountability
      - Communications.
    - Build Engagement
      - Explain higher purpose of work.
      - Link tasks to drivers
    - Get Active
      - Create a bias for action.
      - Date and distribute tasks.
      - What decision are we making?
    - Get Strategic
      - Communicate big picture often
      - Know core activities and business
      - Say No.
    - Get Aligned
      - Builds culture.
      - Discuss values
  - Clicking - Connecting your ideas.
    - Dale Carnegie: People don't care how much you know till they know how much you care.
    - Stop Selling...and Start letting people buy.
    - Solutions is simple: Know the solution we propose, Know the clients problem, provide our stuff as the solution.
- **Million Dollar Expert**
  - 1. Identify what we want.
  - 2. Get Message clear.
  - 3. Improve delivery method...practice.
  - 4. Market - where are the opportunities.
  - 5. Your Plan - Map plan forward.