

## ENHANCED BRAND PERCEPTION

**88% of respondents** said that thought leadership could be effective in enhancing the public reputation of the authoring person, institution, or company.



## DIRECT, QUANTIFIABLE BUSINESS GAINS

In today's networked world, positive thought leadership can spread with and between networks.

**48% of respondents** said that effective thought leadership could translate into direct tangible business gains including inclusion in RFP opportunities and tender awards.

## EXECUTIVE MINDSHARE

**48% of survey respondents** said that they spend one our or more per week engaging with thought leadership.

Thought leadership readers are frequently high level C-suite executives at major B2B organizations.



## ENHANCED REPUTATION -> BUSINESS GAINS

**89% of respondents** said that thought leadership had enhanced their perception of the authoring party. Enhanced reputation can and does precede desirable business decisions — such as advancing the awarding of business.