

A thought leadership roadmap helps identify next steps

	Getting Started	Getting Focused	Building Organization	Building Leadership
Points of View	Individual- and product-oriented, personal opinion	Issue-based, some research, initial differentiation	Editorial agenda, ongoing research, new ideas	Theme-based, deep research, customer collaboration, breakthrough ideas
Internal Education	Ad hoc and informal	Modest, broadcast orientation	Deliberate, functional orientation, social	Substantial, multi-tiered, ongoing, collaborative
Sustained Engagement	One-off publications and presentations	Campaigns, multiple formats, customers and influencers	Substantial, integrated online and offline, social	Continuous, broad and deep, collaborative
Program Discipline	Ad hoc, junior support, no budget or metrics	Initial funding, mid-level support, research partners, PR metrics	Focused budget, senior direction, dedicated staff, marketing metrics	Strategic funding, exec. direction, cross-company collaboration, business metrics