



“Deliberate thinking and planning brought forth the true colors of our industry leadership.”

Thought Leadership Workshop

In a black and white world anything in living color stands out vibrantly. Imagine a landscape of shaded grays, punctuated by just a single brush stroke of red or yellow. Your eye is drawn to it. Everything else seems so plain. So ordinary.

To customers inundated with meaningless data and pitches that sound the same no matter their origin is equivalent to living in a black, white and gray world. But when you encounter *true* thought leadership you are drawn to it, engaged by it, and desire to learn more.

The presence of a unique sentiment, inspiring prediction, or thought provoking discussion leaves a lasting impression – an indelible color picture – in the mind. That’s why Delve developed this special Thought Leadership Workshop.

Benefits and Outcomes

Rapt attention. The kind of focus from your customer that completely drives the competition from the picture. While we can’t make the trite, leading edge or the superfluous, meaningful we can bring interesting context to a discussion that is often obscure or limiting. We can create confidence in your ability to be the only one to tell that story. And we can widen an audience of a few to a pool of impactful decision makers.

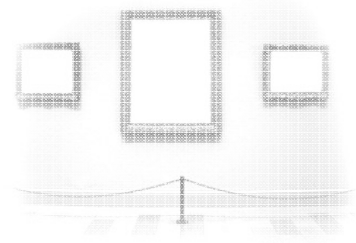
Services

Working with our client’s subject matter experts, we conduct a half-day workshop to discover extractable thought leadership assets, including:

- * Intellectual property to focus on
- * Customer benefits to highlight
- * New innovations to spotlight

Following the workshop, Delve can suggest a comprehensive program to articulate the thought leadership in the market through:

- * Whitepapers
- * Case studies
- * Bylined articles
- * Earned media
- * Speaking engagements
- * Books
- * Other media and venues, as appropriate



To successfully leverage your intellectual property and market prowess, contact Delve at 212-255-3870.