

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 32

BONUS: A little bit of inspiration that packs some thought leadership punch!

**INTRO:** Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

**TIFFANY:**

The term thought leader seems as popular today as social media expert was yesterday, and both are overused. And that unfortunately lessens the impact.

So as we end this theme of thought leadership branding in the Legacy Lounge this month, I wanted to do a quickie episode since we have five weeks this month and go back to the root of how the concept came into being.

I'm kind of a dork and I love to do research. And I really got curious after talking about thought leadership.

Where did the roots stem from and how did thought leadership and the concept...How was it birthed?

So what I found out was a man named Joel Kurtzman, now with the Milken Institute, invented the term in 1994 as a theme for a series of interviews he conducted as editor in chief of *Strategy and Business* magazine. He defined a thought leader as someone who has ideas that merit attention. Now that the online world has evolved, that doesn't quite hack it for me. There are many people with ideas that merit consideration, but some of those ideas are actually really awful and few people follow them.

Now, to his defense, so much has evolved since 1994, especially in the online space. So this description of someone who had ideas that merit attention, honestly, it simply sounds like an influencer these days to me.

To me, thought leadership is all about creating value, building knowledge, and taking a stand. Now, some argue that thought leadership is about presenting strong and often controversial opinions in a piece of content. This might entail taking an outspoken stand on a debate or industry issue, and we've seen a lot of that in the coaching and online industry lately.

Others really say that thought leadership is about being a subject matter expert and leveraging that position to wield influence with a particular niche.

So when I did my research, I found those two suggestions, and I believe it's a mixture of both. According to some research that I found by a company named Semrush, thought leadership is about sharing inspirational research-driven content that drives change and creates educational value. So I also like to add that to the mix.

Thought leadership isn't just about preaching to the masses, though.

I love what Tim Gibbon, the founder and director of Elemental Communications, says: "There is a strong cooperative element with thought leadership, allowing peers to collaborate and share experiences, expertise and knowledge."

So since I couldn't find a definition that I really liked, I thought I'd come up with my own, which I'm going to share with you.

Now, a thought leader is someone who looks at the future and sets a course for it, and that others will follow. Thought leaders look at existing best practices and then come up with better practices.

They create change, often causing disruption, and they believe in collaboration over competition. Because thought leaders are people, not companies. And any time an entrepreneur comes out with an extremely good thought, that does not automatically mean they are a thought leader. True thought leadership is not achieved until others follow and until existing business models adjust course to follow the thought. So as your brand becomes more established, more people will care about what you have to say, making you an authority, right?

But thought leadership takes at the next level and reinforces your brand story, which means you can push important ideas for your audience to believe in and drive a change in their perspective. And that change in their perspective is truly the secret sauce, I believe, to thought leadership.

So if you truly want to create more impact in the world, because we all know it's needed now more than ever, make a conscious choice to step up as a thought leader and create a brand that's known for disrupting the status quo. Now, if you're like me, I'm always working to better myself, better my content, and better everything that I'm doing.

So let your perfectionism take a step back and just come on this journey with me.

Now that you know how thought leadership came into being and what it's truly all about, I challenge you to join me on the journey in pursuing impactful change and collaborating together to make the world a better place.

That's all I have for you today. It's a little inspiration and some research. So now you know what a true thought leader brand looks like and what it means. I hope that was impactful and look forward to seeing you on the journey.

**OUTRO:** That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram @tiffanyneumancreative I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

If you love this episode, please provide a review and we will be forever grateful. You can always find links and resources shared on the show by going to [yourlegacybrand.com](http://yourlegacybrand.com).

Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?