



# Explore Perspectives

This series of exercises will help you generate some ideas on a perspective.

## 1. Problems and Implications

What are the three biggest issues facing your target audience? Think beyond marketing and communication challenges and simply spot the troubling trends or the sizable opportunities. (What is keeping the CEO at the client company up at night?) Now can you identify the marketing or communication implications of these challenges?

## 2. Analyze Your Competitors' Perspectives

Go to the websites of your most formidable direct competitors—the leaders in your area of focus. Scan their thought leadership, reading deeply into some, and keep notes on their perspectives.

## 3. Predict the Future

Think about the current and impending trends and problems and extrapolate out into the future so that those clients and prospects you are endeavoring to lead can be provoked into thinking differently about their own situations. Then list the potential future problems of your target market.

## 4. Review Your Current Content

**a. Thought Leadership Review:** Take what you consider to be the three best pieces of thought leadership you and your firm have ever created. What was the idea that made those pieces so compelling?

**b. IP Review:** Does your firm have any intellectual property? Do you have any models you work from or defined ways of working? Look at a few of your most recent proposals or new client presentations. Is there anything in there that implies a point of view?

## 5. Identify Conventions and Enemies

Consider the following questions and write your responses to those that you find most meaningful, provocative or helpful.

- Within your new declared area of focus, what are the conventions that everyone follows?
- Is there a fundamental mistake clients in your space make over and over again?
- Do you have a strong belief about what you do, how you do it, or what many in your space are doing wrong? (Be sure it is strong enough that it will repel as well as attract.)
- Can you identify an enemy or opponent to rally people against?

**Summarize Your Perspective:** Briefly articulate as best you can your leading candidates for a perspective.

**Perspective Thesis A:** \_\_\_\_\_

**Perspective Thesis B:** \_\_\_\_\_

**Perspective Thesis C:** \_\_\_\_\_