### How-to-be a Consultant (H2B) "Thought Leadership & Reputation"

in conjunction with the British Computer Society

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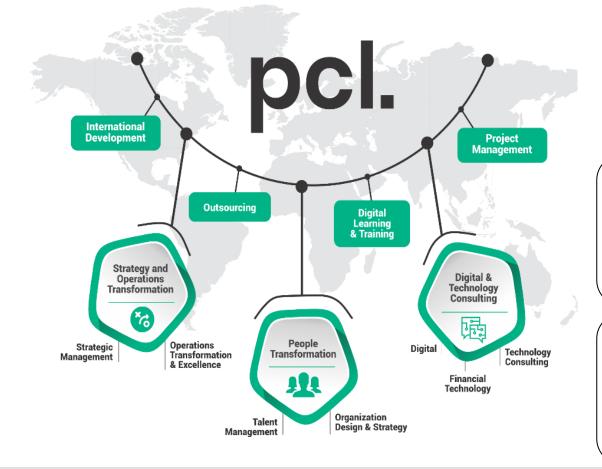
www.phillipsconsulting.net

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### About pcl.

Delivering integrated solutions across 3 strong pillars:



### Phillips Consulting. (pcl.)

A leading services and solutions provider.

Delivering business, management, digital and financial technology services, digital learning, training and development for clients across Africa.

In addition, our International and Economic Development service is committed to improving the quality of lives across Africa. We have proudly demonstrated over the past 28 years as a leader in helping to shape in a sustainable way the African transformation agenda.

#### Strategy & Operations Transformation

We understand the importance of strategy and diligent execution of it to every business. With pcl. on your side, we will guide you through every step, from definition, planning, execution to implementation.

#### **Digital & Technology Consulting**

Digital technology is changing the way the world works. Our digital technological transformation services are designed to ensure that you get the most from your digital transformation & technology investments.

#### **People Transformation**

People are the lifeblood of every successful organisation; confronting problems, seizing opportunities, delivering results and driving success. People-centered solutions including inclusivity are a priority for us.

#### International & Economic Development

We are committed to improving the quality of life of Africans. Our mission is to design & deliver meaningful interventions to the most vulnerable communities. We support and foster opportunities for sustainable development and inclusion.

### Which of these platforms or channels do you recognise?



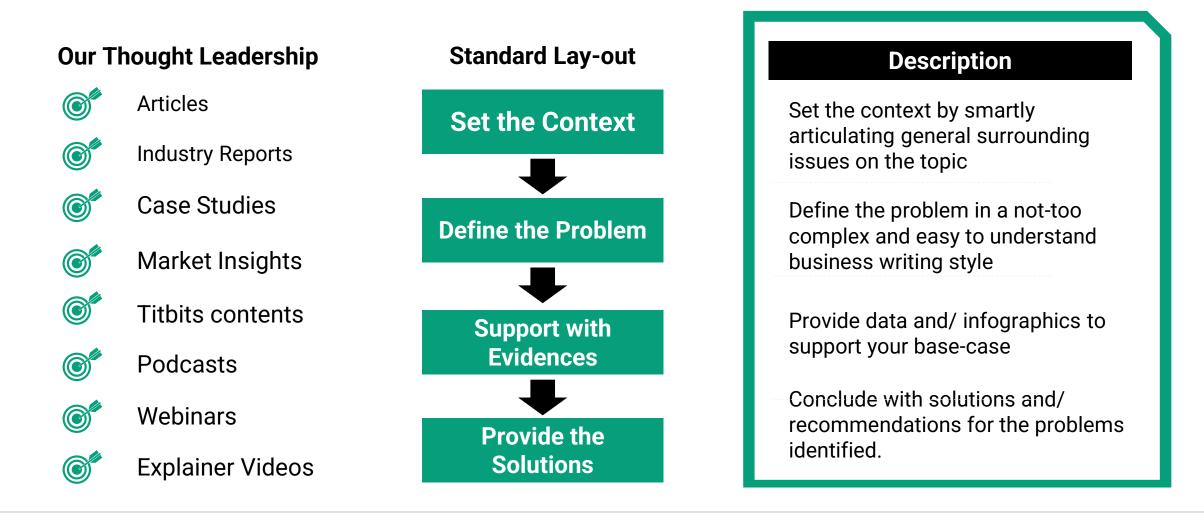
Please type in the chat ....

Q1. the one you use most/regularly?

Q2. Why do you use it?

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# So, what is Thought Leadership (TL)? Our pcl. approach



### So, what is Reputation? ... this is my definition from a Consulting Point of View

is the <u>EARNED</u> trust and credibility from our colleagues, clients, peers and communities .... for who you are, your values, thoughts, comments,

contributions and delivery....

In terms of your Consulting Career (please type in the chat)

# Q1. What do you want to be famous for?

Q2. What do you want to be recognised for?

## Why Thought Leadership?

Clients actually buy beyond our services and products .....they buy a combination of things including people they believe in, our experience, our point of view, our thoughts, our approach to solve their challenges or help improve their business

#### Why Thought Leadership?

- Thought Leadership in Consulting is the expression of your ideas/Point of View (PoV) that are shared to demonstrate your knowledge/expertise in a field, area or topic.
- It is also described as a "PoV' written/expressed to communicate critical thinking or observations to engage the industry or decision makers on a breadth of items including challenges & opportunities.

### Brand Development (Individual and Company)

To enable the individual and/or company to be recognised as the best in a subject area and influence perception and attraction.

#### **Product/Service Strategy**

To provide an entry point to your business, new products or services.

#### Competition

Strong positioning as a trusted advisor/expert on items that matter to clients giving a competitive advantage.

#### **Growth Strategy**



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### As a strategy to access new markets, scale-up, increase sales and contribute to business growth.

#### Differentiation Advantage

Creates an advantage in terms of relevance, topical, reference point, etc.

### Phillips Consulting & leading firms

- are leveraging Thought Leadership as differentiation and growth strategy
- are Investing heavily in Thought Leadership publications to gain an edge
- are leveraging video clips and other digital media to convey Thought Leadership materials capitalising on the perceived ease of acceptance and wider reach
- are producing key Industry Thought Leadership reports and organising effective webinars/podcast/sessions to get our message across to decision makers

# Some of the questions I hear from people starting in Consulting or people already in Consulting

- I have limited experience or I am new to Consulting so what do I write or can I write?
- How do I become famous?
- How do I grow my reputation?
- How do I write a good TL article?
- Where do I start?
- I do not have enough qualifications or credentials at the moment to write a TL?
- I do not have the number of years under my belt to write anything meaningful?
- Will anybody take me seriously?
- I am not senior enough or long in the tooth to write anything credible?
- I am a Techy or work behind the scenes so what can/should I write?
- I am just a team member and gets given work to do so what can/should I write about?

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### So how do I Start? Your building blocks 101 ... start small and grow it

#### **Your Subject Matter of Interest**

 Research on a subject matter your are interested in or passionate about

#### **Current Affairs**

• Write a PoV on current affairs (remember there is no right or wrong PoV)

### **Project Case Studies**

• Write a case study on your project as this could serve as a reference for the industry

### Lessons learnt from projects

- Nothing beats first hand experience
- Turn/translate into a PoV and share internally with your colleagues. Then improve your PoV content and share with peers

#### **Health Warning:**

- In consulting we are not in the game of the number of "likes" .... We want to be recognised for the right reasons to build and enhance our reputation or career
- Just forwarding post or liking things actually does not really constitute TL

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## Why Thought Leadership is heavily promoted in pcl.?



**Differentiation** – We strategically deploy Thought Leadership to **make pcl. a go-to professional service firm and differentiate the brand** by articulating our unique solutions through timely, relevant & insightful ideas.

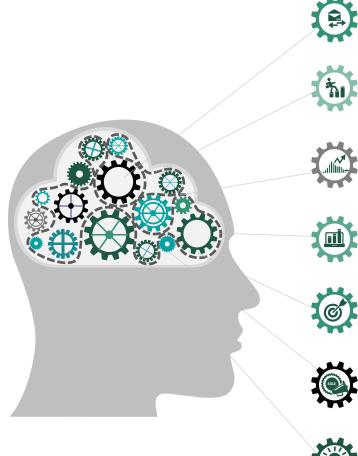
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Brand Perception - part of pcl.'s marketing and business development activities to achieve a mind-shift on brand perception through articles, reports, case studies and market insights.

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Market Penetration - To stay competitive, penetrate an increasingly changing marketplace.

## **Our Seven "Guiding Principles"**



#### Relevance

Prioritise address issues clients/markets are facing, by adopting the "why", "what" & "How" approach. To achieve this, every piece begins by defining your audience.

### Novelty

Explore innovative pathways to address challenges facing clients and markets. One way we do this at pcl. Is uniquely offering a real solution to a real problem.

### Depth – Data Backed Insights

To provide depth & unique insights to businesses, leverage data and infographics that fit in the story through a meaningful, clear and original approach.

### **Creativity With Objectivity**

Prioritise "creativity with objectivity" as a principle. We do not praise or over-emphasise the agenda of any individual, political party/leaning or government.

### Validity

Validate by citing unique cases where the unique solution works with measurable benefits. For example, case-studies of relevant companies across the globe.

### Clarity

Avoid cliches & mechanical titles/sub-titles. Adopt a Story Telling approach by demonstrating you have a well-thought-out approach to solving the problem.



### Credibility

Standard referencing to include attention to detail of research, citation, quotation, spelling of author's name and the accuracy of relevant facts that will be stated.

### Do's & Don'ts ...Remember TL is not just about .....







Questions? Comments? Contributions?

# THANK YOU.

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