







Scott Brinker's Four Keys To Authentic Thought Leadership





Use the "trial balloon" approach
Using a "trial balloon" approach by sharing curated content can help you learn more about what people care about right now, without having to spend time writing about each area.



Approaching Curation As a "Hot Take"
Don't get stuck with a blinking cursor. Take 30 seconds or less. Why did you find the content interesting? How did it change your perspective? Just be authentic about your thoughts.



Stop Trying To Be Someone You're Not
Sharing third-party and individual content can be overwhelming if there isn't personality mixed in. Being yourself, having comradery, and having open discussions can help us all move forward together.



Content First, Publisher Second
Not being concerned about who's writing stuff will expose you to more opinions, especially if it's in a fast-moving environment where the staple publishers may not be the thought leaders anymore.