



SECTION FIVE

FUTURE

THOUGHT

LEADER

EXERCISE: Your forward-facing views

AS A THOUGHT LEADER - YOU ARE BRINGING US FORWARD. YOU ARE LEADING THE WAY WHERE OTHERS JUST REGURGITATE THINGS AND "STIR THE POT". THIS EXERCISE WILL HELP YOU SEE HOW SPECIFICALLY YOU CONTRIBUTE TO THE BIG GROWTH CONVERSATIONS- TO THE FORWARD MOVEMENT OF JUSTICE AND BEAUTY AND CONNECTEDNESS AND NEWNESS AND HUMANITY.

NAME AN AREA THAT YOU CARE ABOUT. (LIKE DIVERSITY, WOMEN'S EMPOWERMENT, CORPORATE SUSTAINABILITY, HEALTHCARE, A TRENDING ISSUE)

WHAT'S SOMETHING INTERESTING THAT PEOPLE ARE FOCUSING ON A LOT IN YOUR AREA RIGHT NOW?

WHAT DO YOU SEE THAT ISN'T YET DOMINATING THE CONVOS -IT'S OK IF A FEW PEOPLE ARE SAYING IT!

Say it short like a bold headline. This will help you get around disclaimers.

Ex. Pandemic times

Companies should drop prices to serve this hurt economy.

Small businesses can charge their usual prices. While still serving those who have financial troubles.

Diversity in tech

Diversity is the right thing to do

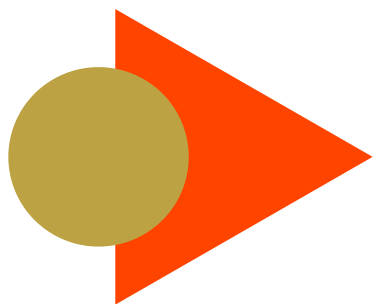
Diversity makes companies more money - the "right thing to do" is beside the point.



IDEAS FOR YOUR THOUGHT LEADERSHIP PIECES

Bonus points for strong, controversial points that rally [your] people.

EXERCISE: Old me, New me



This is the time where you either lean in feeling excited and nervous and not ready but full of ideas – – or you let it peter out...

There is no "I feel totally ready, let's leap."

There is only "Why the hell not."

Your success as a thought leader is 90% about mindset. Believing you can and should do it. These exercises will help you get more sturdy and steady in your bravery to leap. Your belief in leaping. Your brave.

30 Day MINDSET Challenge

to make all this "stick"

Which of the following would really make a difference to do every day for you? Pick one thing and do it for 30 days.

WANT TO FEEL MORE LIKE

You belong as a thought leader in and for your field?

You can be your biggest self with your most provocative ideas?

You're growing an engaged audience who cares?

What you have to say matters.

then do this for 30 days. everyday.

Connect with one other thinker/do-er/awesome human in the field. True compliments. Invites. "Let's keep each other in mind!"

Post one thing that is *a little* out of your comfort zone. And do one sweet mindfulness / self-care thing too.

Interact with your audience (polls, surveys, focus groups) as a group or 1:1. Share their quotes/thoughts as content.

Comment in your social media on a modern topic - but through your future-facing lens.



***you belong
in the
arena.***

***sweaty.
growing.
triumphant.***

EXERCISE: STRATEGIZE YOUR CONTENT

IN YOUR VERY FIRST (OR NEXT UPCOMING) PIECE,
WHAT WILL YOU SAY? WHAT WILL HAPPEN?

MAIN TOPIC (OF YOUR FIRST ONE)

SUBTOPICS

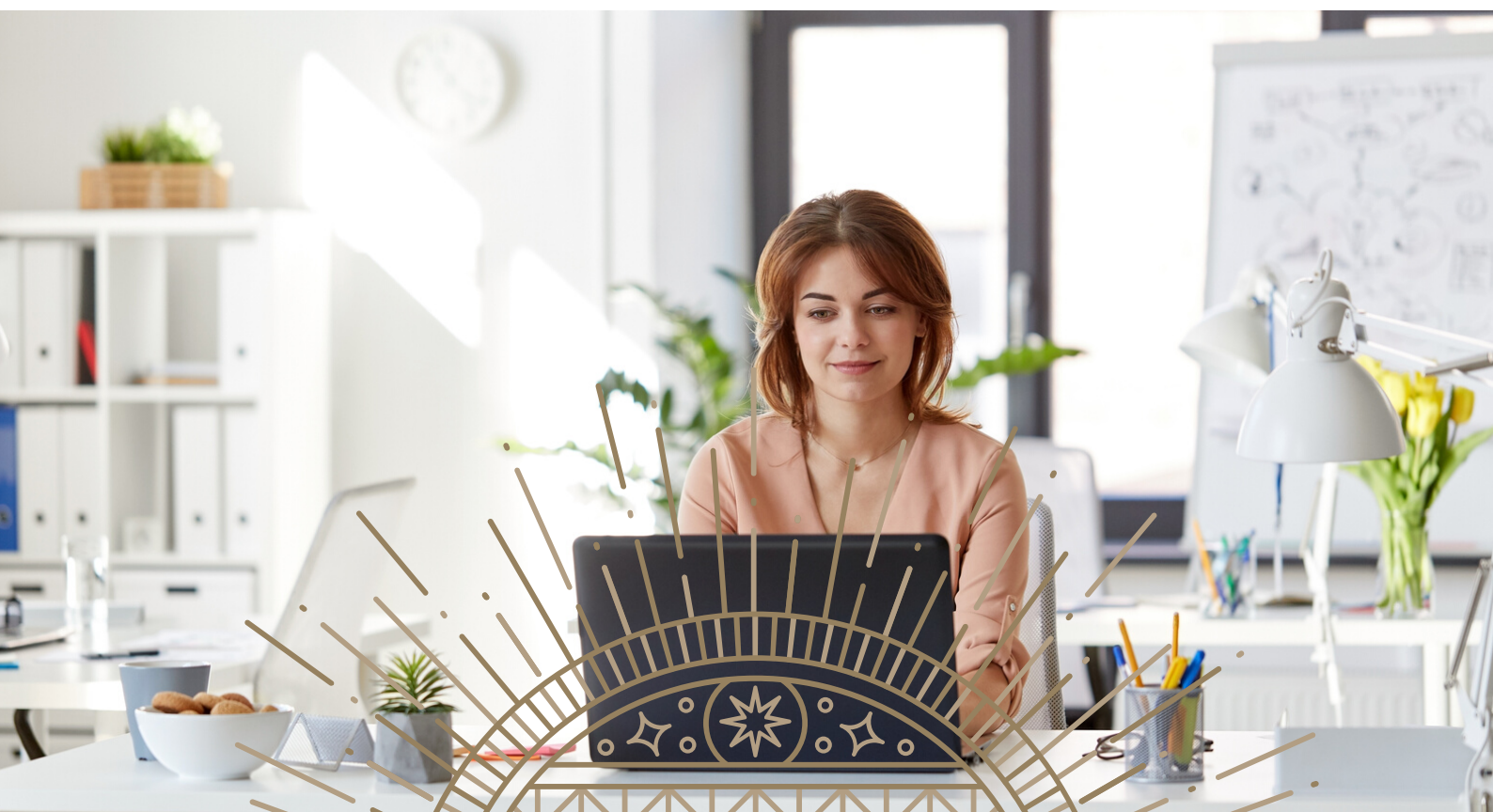
ANGLE / TONE

**WHERE YOUR AUDIENCE IS IN
REGARDS TO THIS TOPIC?
(WORRIED? CRAVING FACTS?)**

**WHERE WILL YOU BRING
THEM BY THE END OF THIS
FIRST ONE? (BE REALISTIC)**

**WHAT FEELINGS DO YOU WANT
THEM TO HAVE AFTER?**

**WHAT NEW SKILLS/
KNOWLEDGE WILL THEY HAVE?**



EXERCISE: PLAN YOUR CONTENT

AGENDA SUGGESTIONS - FOR PODCAST TO ONLINE COURSE TO STARTING A SPEECH ON A STAGE TO HOSTING AN EVENT.

Start and end everything with an emotional bang.

You can stand out by starting and ending your stuff with emotional connection. Those are the parts people remember. Oddly, most people start and end with LOGISTICS like "today i'm going to tell you about X" "thank you to our sponsors" and "don't forget to get your parking validated on the way out" or "follow this podcast and rate us."

universally memorable agenda

YOU'RE WELCOME!

EMOTIONAL BANG

**WHO YOU ARE -
AUTHENTICALLY.
NOT ROBOTICALLY.**

**A STORY TO ENGAGE AND INDICATE WHAT
THEY'RE GOING TO GET OUT OF THIS**

**SOME COOL FACTS/INSIGHT
TO SHOW YOU KNOW YOUR
AUDIENCE**

[THE CONTENT]

[THE THOUGHT LEADERSHIP YOU CAME HERE TO PRESENT]

**HOW THEY CAN FOLLOW OR BUY FROM
YOU AGAIN IF THEY LOVED THIS.**

EMOTIONAL BANG

EXERCISE: PLAN YOUR CONTENT

PLAN OUT WHAT YOU WILL DO/SAY IN YOUR
THOUGHT LEADER OFFERING

EMOTIONAL BANG

WHO YOU ARE - AUTHENTICALLY.
NOT ROBOTICALLY.

A **STORY** TO ENGAGE AND INDICATE WHAT
THEY'RE GOING TO GET OUT OF THIS

SOME COOL FACTS TO SHOW YOU KNOW
YOUR AUDIENCE

[THE THOUGHT LEADERSHIP YOU CAME
HERE TO PRESENT]

HOW THEY CAN FOLLOW OR BUY FROM
YOU AGAIN IF THEY LOVED THIS.

EMOTIONAL BANG

THOUGHT LEADER EDITORIAL CALENDAR

To sustain your momentum - in a way that really builds trust with your audience - plan to keep your people engaged for the following year:

FORMAT

HOW OFTEN WILL I PRODUCE

THE NEXT YEAR

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

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Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THOUGHT LEADER EDITORIAL CALENDAR

(Page two in case you need it.)

THE NEXT YEAR, CONTINUED...

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____

THEME:

Date I plan _____
At least 3 weeks before launch

Date promotions begins: _____
two weeks before launch

Date of launch: _____





THREE

YEARS

FROM NOW

EXERCISE: Self-reflection (mindset)

To get you immersed and help you better understand your opportunities here - and to surface anything holding you back - journal for 3-5 minutes on the following (in the space below or wherever you like):

WHAT DOES IT FEEL LIKE NOW THAT YOU'RE ON THE SCENE AS A THOUGHT LEADER? WHAT EVENTS HAVE YOU SPOKEN AT, HOW MUCH DID THEY PAY YOU? WHICH MEDIA OUTLETS ARE YOU WOONG - OR ARE WOONG YOU?

HOW DOES IT FEEL TO HAVE LAUNCHED A YEAR OF AWESOME CONTENT FOR YOUR DEDICATED + AWESOME AUDIENCE?



YOUR

DREAMY

BACK-HAVERS

EXERCISE: As you move forward, who has your back? Who will support your growth as a thought leader? As you push the conversation into uncomfortable places? As you spur action?

**REMINDS YOU TO
BE FULL-ON YOU**

**HELPS YOU WHEN
YOU WAVER**

**CO-
CONSPIRATORS
IN YOUR FIELD**

**CHEERING FOR
YOU AS YOU
LAUNCH + THRIVE**

**INTRODUCING
YOU TO PEOPLE**

**CONNECTING
YOU TO
OPPORTUNITIES**

HELP A REPORTER OUT (HARO)

WOMXN/BIPOC INCLUSIVE SPEAKERS INITIATIVE

From breakout session host to paid Keynote Speaker.



GET

ON STAGES

IT'S NOT
THAT
TRICKY.

You don't just jump from regular person to VIP big-pay keynote speaker.

But you can take a few steps to get yourself on the escalator that gets you on more and more good stages.

1. **Research** the top conferences and events and symposiums in your thought leadership space. Meaning: where your audience is already hanging out.
2. **Contact them.** See if there's a "call for speakers" or "session proposals" section of the website - if so, propose that way. If not, track down the event planner and email them your proposal.
3. **Start small.** Tell them you would like to host a breakout session on "X." Keep your note short and confident.
4. **Get in the loop.** Sign up for "The Women/Womxn, BIPOC, and Inclusivity Speaker Initiative" in FB groups. Tell them Family sent you. A ton of opportunities all the time like "we need a moderator in Austin/SF/NYC who is familiar with the philanthropy community and is preferably a woman of Color or queer person." Monitor for a while and you'll get your chance.
5. **Be out** and loud and true about the fact that you want to moderate and speak and emcee more events! Tell your people. List that on LinkedIn.
6. **Always ask for \$.** At least free admission. "Is this a paid opportunity? If so, what are you paying others in my role?" is a good question to get you equitable pay. Learning this the hard way stinks: when your co-emcee mentions their \$10k pay!

HOW I REALLY GOT

ON MY FIRST

10 STAGES



- I bought a ticket for a cool event - then approached the leader and offered to moderate a session for free.
- A friend and I organized two experts to speak and I moderated it.
- I organized a panel of experts to speak and I emceed it.
- I organized a panel; put myself on it. :)
- I bought a ticket for a cool conference - then approached the leader and offered to lead a session for free.
- I bought a ticket to a cool event then proposed a session on my expertise that filled a gap in their programming.
- A friend had seen me "speaking everywhere" - because I posted photos / videos / evidence of all of this! And she asked me to fill in for her speaking at an event.
- I wrote someone after a cool event and told them I could help them make it more diverse next time. I gave them an hour of advising for free. Next year, they asked me to speak.
- A friend spoke online somewhere awesome and I asked her to introduce me as a potential speaker (it worked!).
- A friend asked me to co-present with her: she already had the gig.
- I met someone on IG - after a year she invited me to speak at her company for \$2K.
- Someone's spouse connected me to his company where I spoke for \$8K.

THOUGHT LEADER ROADMAP

5 2

By the end of this course, you will have accomplished and the following personalized roadmap and will be on your way to being a modern thought leader:

- Sign up for media tip emails
- Begin to pitch relevant journalists
- Re-focus all social media
- Create your own [digital] content
- Select best venue for your content
- Entice your ideal audience
- Refocus your personal website
- Start actively seeking speaking gigs
- Start your online logo quilt
- Boost your mindset & "Own Your Worth"
- Amp up your online safety
- Define all elements below:**

PURPOSE

MY FUTURE-FACING IDEA:

I HELP X, FIX Y, BY Z

MY VIBE FOR THIS AUDIENCE

SELF-CARE DURING LAUNCH

1	3
2	4

NAME:

AUDIENCE

THEIR FAVE MEDIA + EVENTS

MY DIGITAL VENUE FOR THEM

DATE I WILL LAUNCH FIRST ONE

WHERE I WILL PROMOTE IT

1	5
2	6
3	7
4	

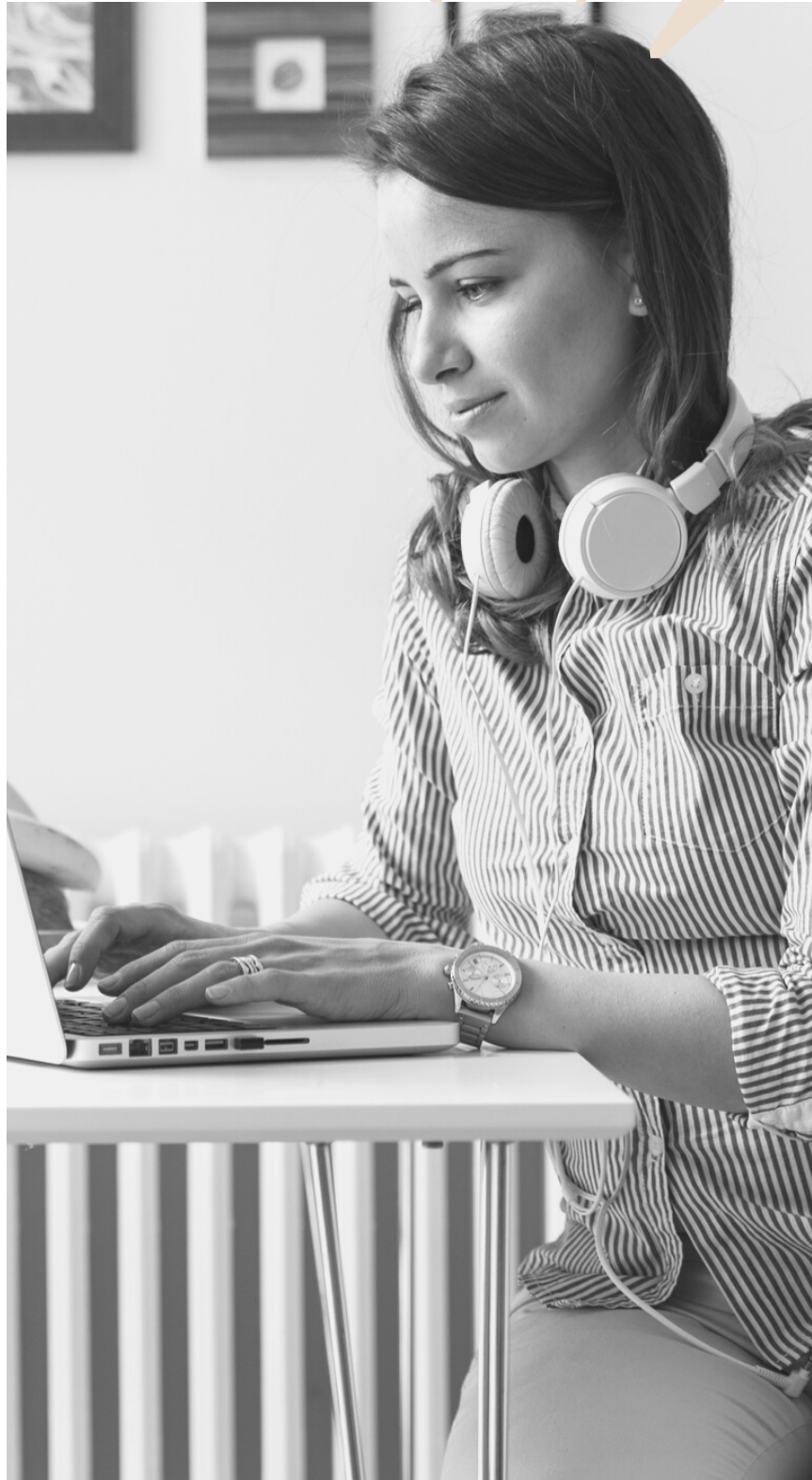
YOU:

LEADING

*Please please please
as you soar
publish
launch
get juicy invitations
speak out speak up
make it happen
lead the way*

*Tag me.
Flag me.*

*I want to celebrate you!
-Family*



ABOUT FAMILY

Family, aka Emily Howe, is a Gender/Cultural Studies MA with a big firm management consulting background. She speaks at and advises Silicon Valley tech companies - and other male-majority orgs - on gender, equity, and building an ally culture.

Family is an unabashed feminist thought leader and an expert source for media outlets such as Women 2.0, KQED, Fast Company, Bustle, The Telegraph, and Thrive Global by Arianna Huffington and in the leadership podcast community.

Family's popular digital courses give ambitious womxn and nonbinary people concrete, evidence-based instruction on leading in today's male-majority world.

In 2018, Family founded the American Association of Corporate Gender Strategists to address a growing demand for rigor and best practices in the field.

That same year, she launched San Francisco's Executive Womxn's forum at the Commonwealth Club. Family serves on the board of Inforum, the innovation lab for the nation's oldest and largest public affairs forum.

