

2024

# Gabrielle Dolan Thought Leadership Intensive

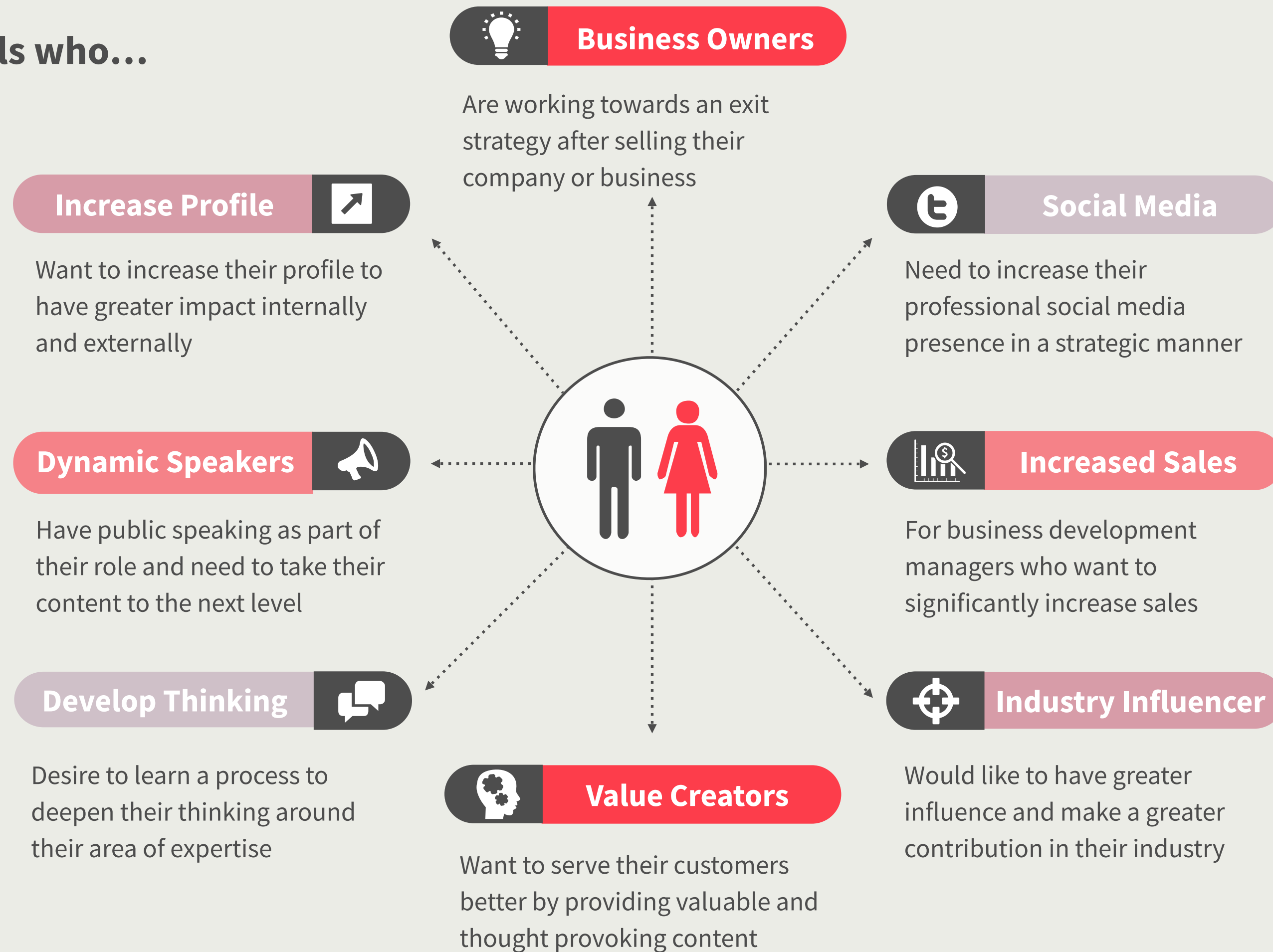
A unique Thought Leadership program for business professionals who want to stand out in the market place and become industry influencers.





# Who is this for?

Business professionals who...





# What the program will do

Regardless of where you think you are at with mindset or content, this program is designed to help you step up levels. From past experience I have discovered that helping people to develop and deepen their thinking will expand their content and workplace contributions, which invariably relates to a marked improvement with mindset.

The increase in currency reflects different things for different participants.

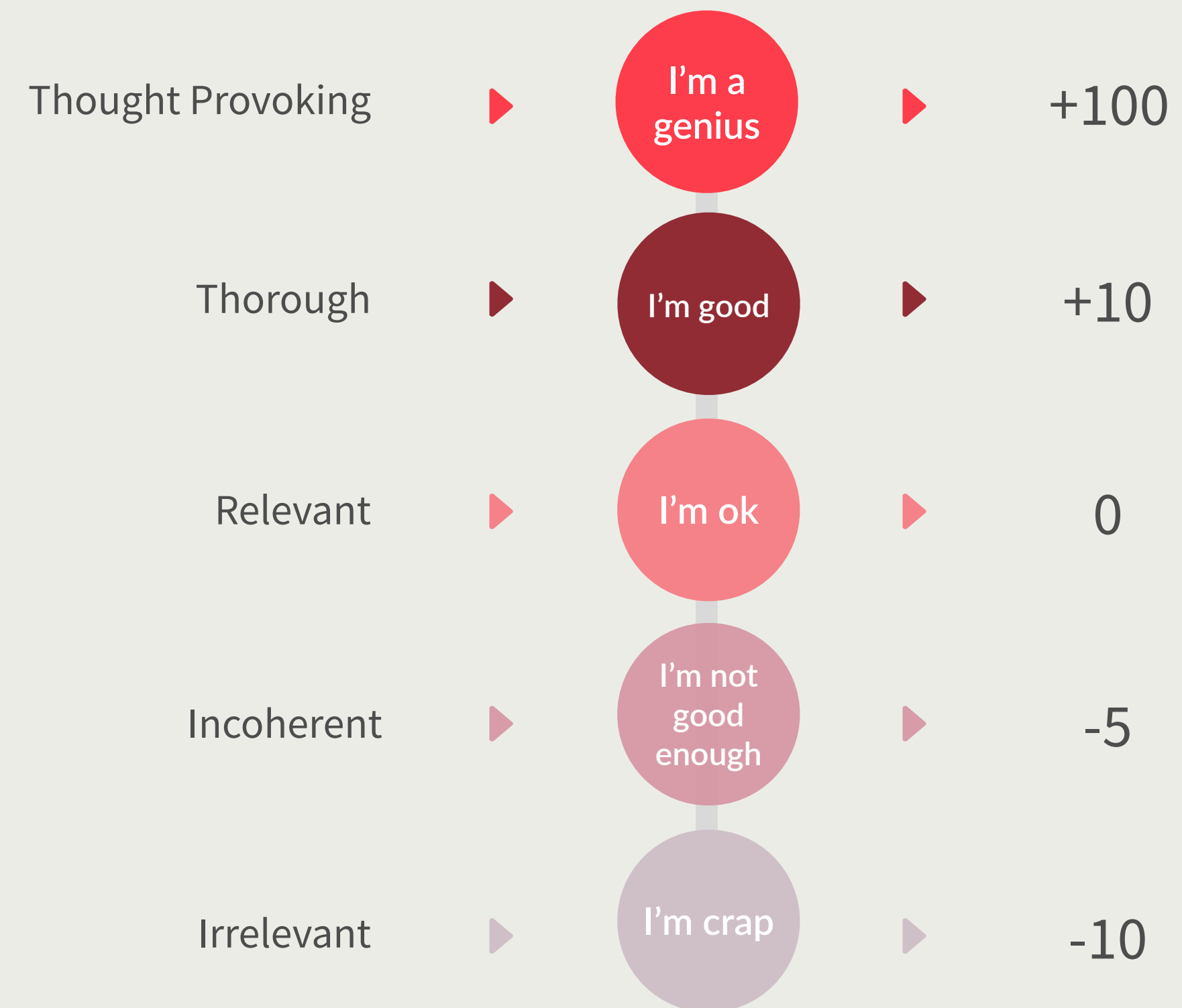
The increase could be shown by:

- An ability to contribute and lead the conversation
- Being able to add value to customers and employees
- Capability and confidence to influence the industry
- An increase in profile both internally and externally

For the company this increase could be demonstrated by:

- An increase in the number of speakers at industry events
- The variety of industry events their employees are invited to speak at
- Valuable contributions about Thought Leadership on relevant social media sites
- Exposure to new markets

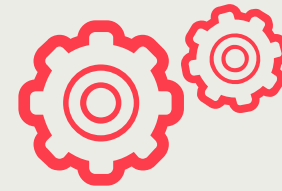
## Content Mindset Currency





# What the program looks like

## Pre-program Preparation Pack



Prior to the program you will be asked to complete a preparation pack which will include:

- Pre-reading of white paper
- Identifying potential area of Thought Leadership
- Listing five to ten declarative statements
- Potential book title and subtitle

## Two Day Intensive Program



Face to face group sessions will give you everything you need to know to start your Thought Leadership journey. This will be a combination of learning the methodologies and applying it to your own Thought Leadership. It will be both challenging and practical.

The intensive covers:

- Introduction of message, market, method model
- Learn a world class methodology to deepen and broaden thinking into an intellectual property snapshot (Pink Sheet)
- Development of holistic thinking: left brain and right brain plus concept and context
- Learn about why and how models
- Understand the importance of palate and language depending on audience
- Undertake market analysis and how to sell your value (Green Sheet)
- Learn and complete a positioning matrix for your market and how to use it

## 90 Day Consolidation & Integration



Comprised of emails and live webinars, this follow up is designed to consolidate your learning as well as holding you accountable to your actions, ensuring that this new way of thinking is integrated into the way you work.

It will cover:

- Pink Sheets and Green Sheets under the spotlight
- Identification of potential publications and speaking opportunities
- How to write a blog, article and white paper
- How to make the most of LinkedIn profiles
- Being proactive with your professional brand and aligning it to Thought Leadership
- Uncovering various ways that social media can be used to share Thought Leadership
- The mindset of 'What would a Thought Leader do?'
- Identification of any additional professional development required
- Setting targets for the next 12 months to sustain momentum



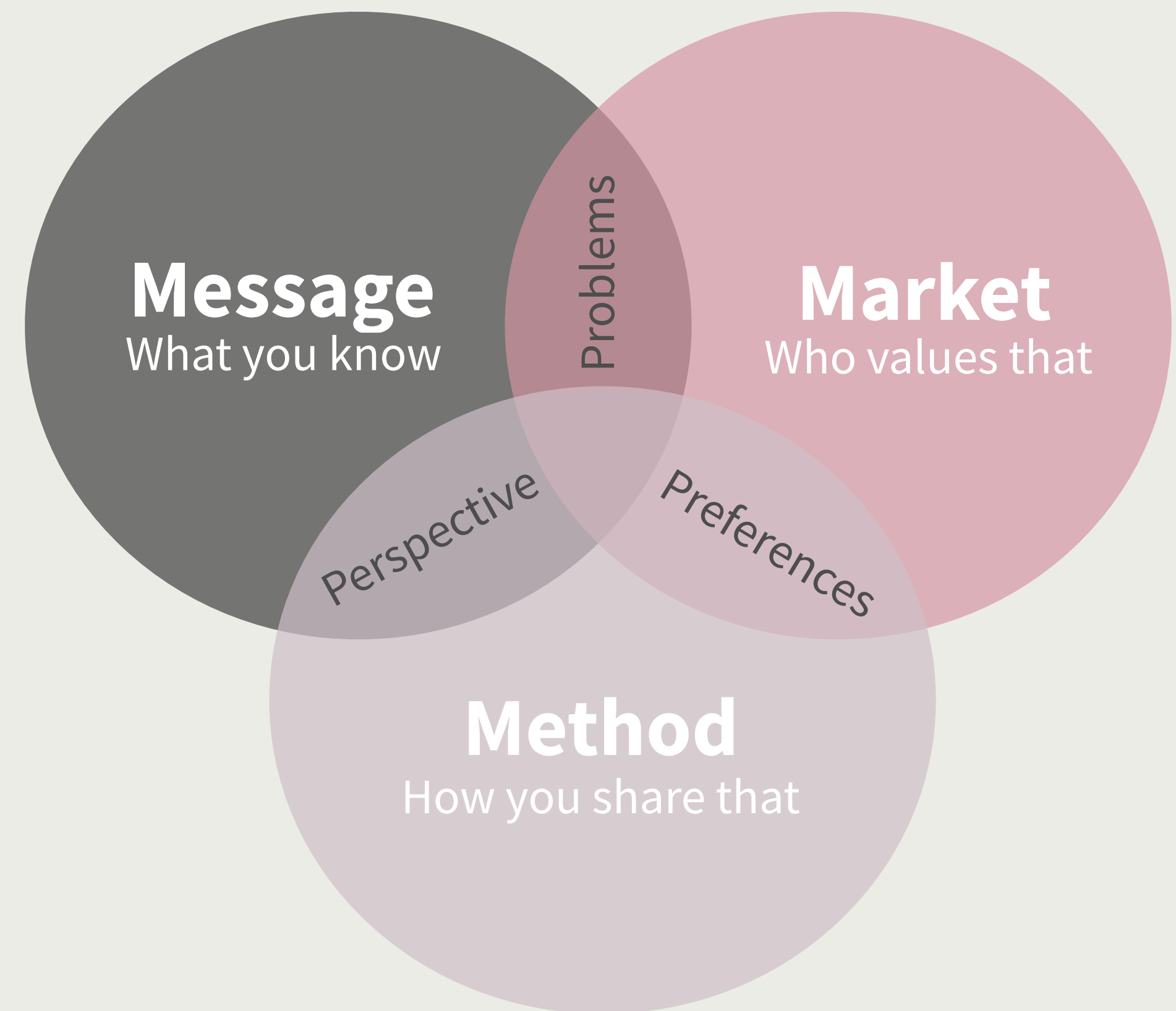
# Thought Leadership Methodology

Thought Leadership approach is built on a cluster strategy where each cluster involves message, market, method.

- Your message - this is what you know
- Your market - who values what you know
- Your method - this is how you share your message

At the intersection you will notice problems, preference, perspective:

- Problems - to be commercial what you know has to be solving the problems of your market.
- Preference - this is how you deliver your message taking into account your preference and the markets preference.
- Perspective - depending on what method of delivery you are in (tell, show or ask) that perspective controls how you deliver your message.





# Key Deliverables

- Clarity on Thought Leadership
- A minimum of 10 Pink Sheets
- One Green Sheet for each market
- Writing 2 to 4 blogs
- Writing a white paper
- Updating LinkedIn profile
- Outline of potential future book
- 90-day action plan



# About Gabrielle

Gabrielle Dolan can tell you a story or two.

In fact, it was while working in a senior leadership role at National Australia Bank that she realised the power of storytelling in effective business communication. Since that epiphany, Gabrielle has found her calling as a global thought leader on authentic leadership and business storytelling.

A highly sought-after keynote speaker, educator and author, Gabrielle's extensive client list includes Telstra, EY, Accenture, VISA, Australia Post, National Australia Bank, Amazon, Vodafone and the Obama Foundation.

She holds a master's degree in management and leadership from Swinburne University, an associate diploma in education and training from the University of Melbourne, and is a graduate of the Harvard Kennedy School of Executive Education.

Gabrielle is also the bestselling author of *Real Communication: How to be you and lead true*, a finalist in the Australia Business Leadership Book Awards for 2019. Her other published books include *Stories for Work* (2017), *Storytelling for Job Interviews* (2016), *Ignite* (2015) and *Hooked* (2013). Her latest title, *Magnetic Stories: Connect with customers and engage employees with brand storytelling* was published by Wiley in March 2021 and debuted at number two on Australia's best selling business books.

Bringing humanity to the way business people communicate isn't just a career, it's a calling. Her dedication to the industry was recognised when Gabrielle was awarded the 2020 Communicator of the Year by the International Association of Business Communicators Asia Pacific region. The ultimate expression of her passion for the cause is her Jargon Free Fridays global movement ([jargonfreefridays.com](http://jargonfreefridays.com)).





# Testimonials

## Refining messages and increasing profile

“Gabrielle’s workshop for Telstra’s Technology Leaders has really given our ‘Tech Boffins’ a new way of refining their messages and increasing their profile and influence. Engineers can often get lost in the detail however Gabrielle’s depth of experience meant there were key learnings for all of us including the most experienced storytellers and presenters. The customised online format worked very well, plenty of energy and opportunities to test new ideas – a very engaging series to refine our skills.”



**Mike Wood,**  
**Governance & Risk Management,**  
**Telstra**

## Cornerstone program for Thought Leadership

“I have always enjoyed thinking about new trends and technologies, both the possibilities and the consequences. Gabrielle’s workshop has provided me with a framework for not only exploring my thoughts but also articulating and communicating those ideas to others. The program should be considered a cornerstone in the pursuit of Thought Leadership.”



**Jeremy Foran,**  
**Head of Data Analytics,**  
**BAI Communication**

## Create and package ideas in a crowded marketplace

“Gabrielle facilitated a customised Thought Leadership workshop for our executive team in order for us to learn how to create and package our ideas in a very unique and powerful way so that our healthcare consulting firm would stand out in a crowded marketplace. Her delivery of a proven Thought Leadership process and hands on approach provided each of our team members with their own Thought Leadership and a powerful message from which they can build their expertise into the marketplace.”



**Lisa Miller,**  
**Founder & CEO VIE Healthcare**

## A great transition to Thought Leadership

“Gabrielle’s Thought Leadership course was a wonderful way for the Thought Hoarders in our team to connect and start the transition to Thought Leadership! Facilitated by an authentic storyteller and Thought Leader in her own right, Gabrielle’s impact on our team has been immediate’



**Natalie Field,**  
**General Manager Digital Delivery**  
**Centre, Australia Post Limited**