



25 WAYS TO FUTURE-PROOF YOUR PR FIRM

How to Reimagine the Business of Strategic Communications and Thought Leadership

Over the past 25 years, we've worked with dozens of public relations firms, hundreds of Fortune 500 brands, and thousands of executive leaders to design winning business strategies and innovative marketing campaigns. So while COVID-19 may have disrupted the communications industry, and temporarily upended the field of thought leadership, it doesn't have to be a show-stopper for your organization. As we've explained across numerous keynote speeches and books like *Think Like a Futurist*, there are many ways to monetize the business of communications and strategy consulting – and many ways to differentiate yourself and stay ahead of the curve. Following, you'll find 25 creative ways that you can capitalize on staff members' unique insights or partner with subject matter experts to keep business coming in the door. Trade secret: The more creative and unique your offerings, the better-positioned to weather the economic downturn that you'll be.



WAYS TO PARTNER WITH THOUGHT LEADERS

Virtual Keynotes and Presentations – Speaking engagements and online webinars featuring leading authorities.



Market Research and Trend Reports – Surveys, polls, focus groups, and business intelligence on industries and market segments of note.

Scenario Planning – Strategy planning and ideation sessions with executive teams.

Think Tanks – Curated panels and group discussions featuring leading minds in any given field.



Content Marketing – Branded articles, blog posts, eBooks, whitepapers, and other creative works by famed industry pros.

Custom Publishing – Sponsored publications, websites, and audio or video programs starring top experts.

Video Hosting – Hosting, emceeing, and moderation of video programming, e.g. internal communications videos or public service announcements (PSAs).

Satellite Media or Radio Tours – Sponsored TV or radio news packages featuring leading brands.



Corporate Training and Development – Sale of training programs and instructional courses.

Curated Events – Custom-themed events, meetings, and summits designed and produced in partnership with sponsors.

Workbooks and Training Guides – Distillation of expert knowledge into training manuals, guidebooks, and other educational materials.

Rebranding and Repositioning – Repackaging of existing books or training guides to focus on and offer more in-depth insight for specific verticals, i.e. repurposing a social media sales guide for use by attorneys, accountants, real estate agents, etc.



Celebrity Appearances – Cameos by well-known personalities at online gatherings, participation in virtual events, and appearances in partnership with media and press announcements.

Bylined Posts – Sponsored placements and commentary on leading social networks, or industry websites and publications.



Outside and Non-Executive Directorships – External directorship and advisory work by subject matter experts tasked to serve on a company's board of directors.

Executive Coaching – Mentorship and instruction in business from today's most well-known personalities.

Product Endorsements – Collaborations and co-signs with leading consumer or business-to-business providers.

Promotional Giveaways – Books, tip sheets, training programs, and other offerings on trending topics (artificial intelligence, digital transformation, content marketing, etc.) brought to audiences in partnership with leading thinkers.



Certification – Custom educational programs that offer official recognition of achievement in specific areas of study.

Virtual One-on-Ones – Allowing individuals to gift 30- or 60-minute one-on-one training sessions with subject matter experts to partners and clients.



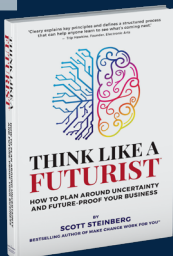
Digital Meet-and-Greets – Online chats, question and answer sessions, fireside conversations, networking events, and more starring noted authors and personalities.

Limited-Edition Works – Sale of limited-edition, director's cut, and autographed copies of new books or creative works, some of which may contain expanded sections and materials.

Membership Services – Creating and maintaining members-only communities and/or subscription-based solutions inspired by leading speakers and topics of interest.

Authorship Solutions – Offering book development, design, and publishing solutions, allowing speakers to translate their talks into print and online mediums.

Behind-the-Scenes Access – Providing unique opportunities for superfans to enjoy one-of-a-kind access to, and time with, their favorite celebrities and industry rock stars, and/or chances to be included in their latest upcoming works.



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