



## **“Thought Leader” Speech Guidelines**

### **What is a “Thought Leader?”**

I. The term “Thought Leader” or “Thought Leadership” is connected to the field of business, specifically the notion of content marketing.

### **II. Definitions of Concept:**

A. Michael Brenner = “Thought Leadership means you provide the best and deepest answers, to your customers’ biggest questions, in the formats your audience likes to consume.” (<https://marketinginsidergroup.com/>)

B. Denise Brosseau = “Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. They are trusted sources who move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success. They create a dedicated group of friends, fans and followers to help them replicate and scale those ideas into sustainable change not just in one company but in an industry, niche or across an entire ecosystem.”

(<http://www.thoughtleadershiplab.com/Resources/WhatIsaThoughtLeader>)

### **C. Organization *Thought Leaders Communication***

1. Thought Leadership is the dynamic process of sharing powerful, game-changing ideas and actions that attract, engage and inspire others in your field of expertise.
2. Thought Leader = is recognized by his or her peers, stakeholders and opinion leaders as an expert and a visionary whose ideas are shaping the future.
3. **Qualities of a Thought Leader** consists of: Having a clear, compelling point of view, Use their passion to drive change and raise awareness, Inspire others to think about issues in a new way, Become the “go to” experts that others seek out, Subject matter expertise, A platform to be heard; either through a position of authority, a record of accomplishment, or both, A vision of the future of their field, and Respect and recognition from others.

### **Premise of Assignment / Guidelines**

I. **Premise:** each of you are looking to one day become “Thought Leaders” in your area of study. This assignment is designed to give you practice researching about “Thought Leaders” of interest within your fields and then to learn how to present yourself as a “Thought Leader.”

A. Thought Leader” speeches will take place **3 times** during the semester. Each speech will consist of a different premise and responsibility in regards to presenting about what a “Thought Leader” is.

B. Overall, you will choose individuals who are Thought Leaders in your area of academic study and or future areas of employment that you want to learn from and share their knowledge with the rest of the class.

## II. Guidelines:

A. Dates for speeches are on the syllabus & below.

1. **TU (04) section:** Speech 1 = 2. 7 / Speech 2 = 3. 7 / Speech 3 = 4. 18

2. **TH (02) section:** Speech 1 = 2. 9 / Speech 2 = 3. 9 / Speech 3 = 4. 20

B. The three speeches equate to a total of **40pts.**

1. Speech 1 = 10pts

2. Speech 2 = 15pts

3. Speech 3 = 15pts

C. Each speech will be presented for a minimum of **3:00-to-3:30min** max.

1. You will need to have a speech that fully incorporates the elements of a traditional speech.

2. Use the format discussed in class lecture and given for each assignment to have the proper elements for a speech.

D. Each speech is required to have a certain number of academic sources to be orally cited.

1. For example: According to the **New York Times of Jan. 12, 2017**, they explain that...

E. Each speech will consist of a different setting by which you are to envision and prepare your speech for.

## Speeches

I. **Speech 1:** You have been asked by the Rutgers University Student Association (student governing body) to find a new speaker to bring to campus. In order to find this speaker, you need to visit <https://www.ted.com/talks> and find a “Thought Leader” in your area of academic study. Watch their speech, and prepare a speech that informs RUSA as to who they are, what their work is, and how it will be beneficial for your fellow Rutgers students to hear them speak on campus.

A. Setting = Student Senate Meeting

B. Academic sources needed = 1 at least

II. **Speech 2:** You have been hired to present at the United Nations about an issue effecting humanity. Using your field of academic study, find a specific issue that is effecting all of humanity and present a Thought Leadership speech about said issue. Consider the elements of Informative and Persuasive speaking (CH 16 & 17-18) and consist a speech that tells us what the “issue” is and what do Thought Leaders in your field of study say can be done to address the issue.

A. Setting = UN General Assembly

B. Academic sources needed = 2 at least

III. **Speech 3:** You have been hired by the Nobel Foundation to give the introductory speech about a Thought Leader in your field of study that has not been recognized for their work. You can use Ted Talks and research to find a person (different than first speech) whose work should be celebrated for exhibiting the qualities of a Thought Leader.

A. Setting = Nobel Prize Awards Ceremony

B. Academic sources needed = 2 at least

## *A Guide to Orally Citing Sources*

When you use someone else's words or ideas in a speech or a paper, you must provide information which identifies the source of that information. If you paraphrase or quote the person directly, you must identify the author. Inevitably, you're going to need to cite sources in your speeches as well as in your careers as you defend your arguments and present materials. Listed here are the main types of sources and their pertinent information. Remember, sources must be credible and current. Also, use a variety of presentation formats. At the very least, identify the name of the source and its date in your speech as in the following examples:

### **Magazines and Newspapers Need: Date and Name of Newspaper**

According to the —date—, —source—, more Americans fear public speaking than death.

Ex: The New York Times of January 19, 2008 states that the senators from Colorado are not going to attend the State of the Union address.

### **Books Need: Publication Year, Title, Author. Recommended: Author's credentials.**

The —title— by —author— published in —year—, states that astrology is the best science.

Ex: The Only Guide to Astrology You'll Ever Need by Joanna Woolfolk published in 1990 says, "Your sun sign is the planet that the sun was closest to at the time of your birth."

### **Interviews Need: Date, Person's name, Credentials.**

On a personal interview with —person's name—. —credentials— on —date—, bugs are good to eat.

Ex: In a personal interview on June 12, 2008 with Steven Beebe, who has a Ph.D. in Communication, this is the best book ever written!

### **Internet Needs: Website Name, Date last updated or accessed. DO NOT need: URL address.**

"Everything on the Internet is bunk," according to the —website name— last updated on —date—

Ex: The Skeptic's Website, last updated November 3, 2007 states that we should question everything.

### **Television Broadcasts Need: Title, date televised.**

—Title of show— claimed that IBM' are the best computers on the market on —date—.

Ex: Dateline NBC of June 21, 2008 stated that Joe Biden is the potential Vice – Presidential candidate for Barack Obama.