

# How a leadership advisory firm converted insight into senior-level engagement and new revenue.

## Client

Leadership advisory and executive search firm with 30+ years of experience.

## Challenge

Launching a new leadership assessment tool in a crowded, credibility-driven market. The CEO needed to engage skeptical CHROs and create meaningful entry points into senior-level conversations.

## Strategy

Position thought leadership as a sales activation tool—not just content. Lead with insight, secure third-party validation, and integrate content directly into targeted outreach.

## Execution

- Placed a bylined article in a leading HR publication
- Focused on shortcomings of existing assessment tools (no product promotion)
- Used article as centerpiece of targeted CHRO outreach
- Invited select executives to participate in a no-cost pilot program

## Results

- Generated direct engagement from senior CHROs
- Secured multiple pilot program participants
- Enabled high-value discovery conversations
- Led to new relationships and revenue across advisory services

## Thought Leadership is a Revenue Strategy

Thought leadership isn't about visibility.

It's about access.

When activated within the sales process, thought leadership creates credibility, opens conversations, and drives revenue.