


# 5. Thought Leader

This format allows you to showcase "the best and the brightest" from your organization – talking about just that: The organization.

View this to have a personal touch on the official standpoint and talking points. And use this as a way to show diversity and width within the organization, don't just use C-level executives but lift experts, spokespeople, and evangelists from all levels.

Let them address a current event or trend by communicating what you stand for.

# Thought Leader

 [Play example](#)

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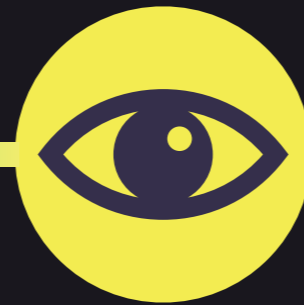


## Story Basics

**This format lives** in the combination between an event and a person. Don't forget that the relevant task for a video like this is to address an issue – but in doing so, you also get an excellent opportunity to elevate people. In this format, the person who is making a statement is an official representative from the organization's standpoint.

So you need to establish the issue first – and in a very efficient manner. Because there needs to be something to react to, most of the runtime can be the representative "talking."

"Newness" can be essential here – this is more of a reactive format than a planned one, and a lot of times, this can tend to be in a commentary to something that at first seems to be harmful for the organization. The point here being that this is not a format you should plan to use just to focus on specific individuals – there are better formats for that.



## Where to find it?

**This is probably an** offshoot to a well-established process in the communications department: Addressing current issues. Look at this as more of a "format play" than a fresh idea for content. These templates are a way to make the production pain-free and quick.

And – again – do not invent issues to address; there will be enough of them anyway.



## How to produce it!

**A story of this type** is very straightforward. What you need to give some extra focus on is to create that short introduction – the premise of the story – in such a way that it's instantly addressable.

One way of doing that can be to use simple rhetorical bridges like "what does this mean for me" or "is this really correct" or any other phrasing that moves quickly from the issue to the statement on the issue. This way, the statement will look a lot more like an answer than a talking point, which can significantly impact how the viewer receives the message.

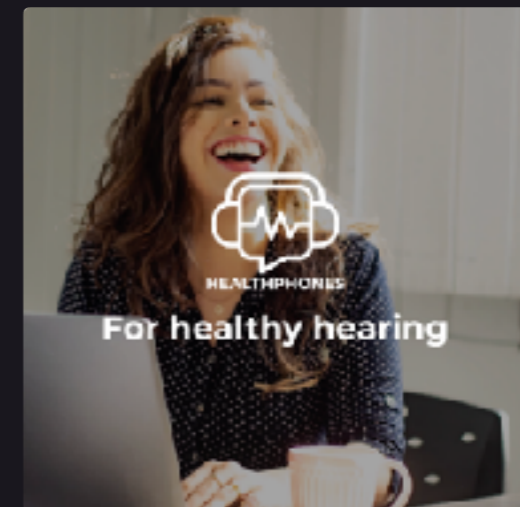
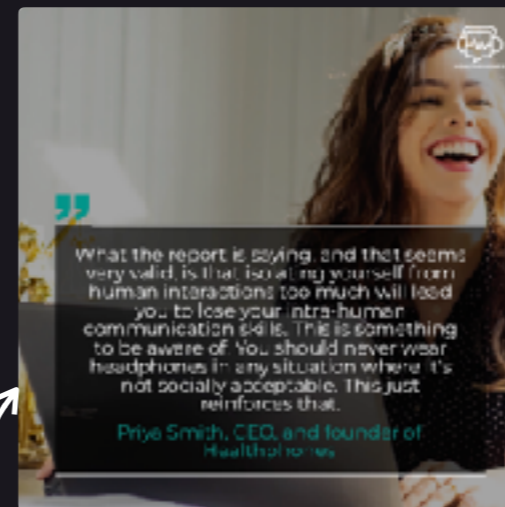
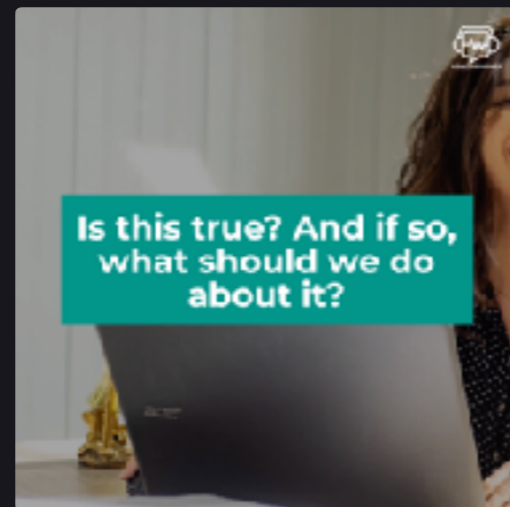
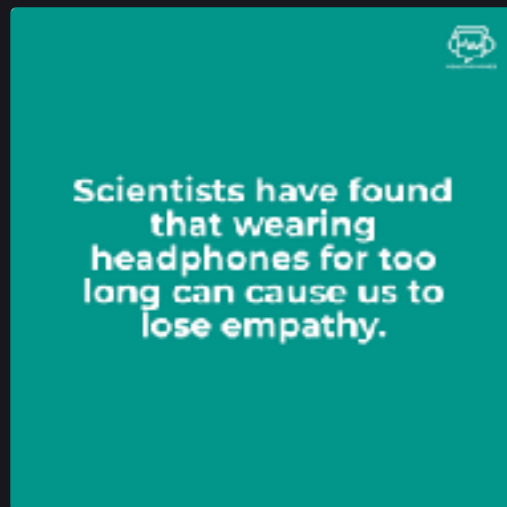
So it makes sense to be quite particular with the dramaturgy here.

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## The Straight Premise

State the "event,"; be it a news item, a trend, a misconception, or anything. This is THE thing we want to address – so it pays to be very forthcoming and communicate it in a way that pains you a bit. You are meeting this issue – so you'll get to address it very shortly. But be very honest about what it is.

## Clarifying Question

A rhetorical turn in the script to go from that statement and transform it into a question. Prime the forthcoming quote by framing it into a question that we can answer: In the vein of "how are we meeting this" or "what are we doing about it" or even "is there truth to this matter"?

## Addressing Answer

The answer should jump right at that question – try to phrase this as a real answer to the question you framed. The critical part of the answer is communicating what you are doing about it or your stance. You want to both look "aware of it" and "addressing it." And this is why a person closer to the actual matter can be more relevant than a regular spokesperson for the organization.

## Spokesperson

Give the relevant details about who this person is and their position and relevance.

## Outro with message

Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.