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COURSE BROCHURE

Thought Leadership Competencies Training Course

27 June – 1 July 2027
Manama

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Registered in the United Kingdom and Saudi Arabia

Thought Leadership Competencies Training Course

Ref: 1797_66004 **Date:** 27 June – 1 July 2027 **Location:** Manama **Fees:** 4900 GBP

Thought Leadership Competencies is a 1-week training course for senior specialists and managers who want their expertise to shape decisions inside and beyond their organisation, and who leave with a Point-of-View Brief ready to publish. Boards, clients and peers now expect experts to explain change, not only report it, so a credible and well-argued voice has become part of senior professional work. Jupiter Prime Training runs this course.

Why Thought Leadership Competencies Matter Now

Three forces shape the subject today. Information overload means decision makers filter hard and listen only to voices with original evidence. Professional networks and digital channels let any specialist reach clients, regulators and peers directly, which raises both opportunity and reputational exposure. Organisations also compete for talent and trust through the ideas their people put forward. An organisation whose experts argue clearly gains influence over agendas, standards and buying decisions; one whose experts stay silent or publish thin opinion loses credibility. The course rests on the evidence pyramid, top-down argument structure, and the classic rhetorical triad of ethos, logos and pathos.

Who Gains Most from Thought Leadership Competencies

- Specialists responsible for interpreting technical or market change for senior decision makers
- Managers who represent their function at industry forums, panels and client briefings
- Advisers who turn project experience into insight papers, articles and practice notes
- Heads of research or strategy units who set the questions the organisation investigates
- Client-facing experts whose reputation influences new business and partnerships

A practice group or expert unit gains most when several members attend together and agree a shared editorial agenda and division of voices.

Thought Leadership Competencies Capabilities

Participants move from holding expertise to arguing a distinct position that others cite, invite and act upon.

- Formulate a defensible point of view from evidence and field observation — senior decision makers
- Structure an argument with a governing thought and supporting logic — editors and reviewers
- Design a publishing calendar across articles, reports and social posts — communications teams
- Deliver a keynote or panel contribution with a clear narrative arc — event audiences
- Build an expert network of peers, journalists and academics — partnership leads
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Assess reputational risk and disclosure limits before publishing — legal and compliance reviewers

Key Thought Leadership Competencies Terms

- Point of view — a clearly stated, evidence-based position on an issue that others can agree or disagree with.
- Governing thought — the single main idea at the top of an argument that every supporting point must defend.
- Insight — a non-obvious finding that changes how an audience understands a problem or opportunity.
- Editorial calendar — a schedule that plans topics, formats, channels and owners for published content over time.
- Ethos — the credibility a speaker earns through expertise, track record and honesty about limits.
- Expert network — a deliberate set of relationships with peers, media and researchers that amplifies and tests ideas.

Thought Leadership Competencies Day by Day

Day 1: Expertise, Credibility and Influence

- Expert Versus Opinion Leader Profiles — Where Your Voice Adds Value
- Credibility Audit of Track Record — Gaps Before Going Public
- Audience Mapping of Decision Makers — Whose Thinking You Must Shift
- Issue Landscape Scan — Debates Worth Entering This Year
- Personal Positioning Statement — Distinct Territory Among Peers

Day 2: Developing Original Insight

- Field Observation and Client Pattern Logs — Sources of Fresh Evidence
- Evidence Pyramid Grading — Strength of Claims You Can Defend
- Contrarian Question Framing — Challenging Accepted Assumptions Responsibly
- Small Survey and Interview Design — Proprietary Insight on Modest Budgets
- Insight Statement Drafting — From Finding to Arguable Position

Day 3: Writing and Publishing Ideas

- Top-Down Argument Structure — Governing Thought and Supporting Logic
- Article, White Paper and Post Formats — Matching Depth to Channel
- Editorial Calendar Building — Cadence, Owners and Review Points
- Disclosure and Confidentiality Screening — What Can Be Said Publicly
- Headline and Abstract Craft — Earning Attention From Busy Readers

Day 4: Speaking and Building Expert Networks

- Ethos, Logos and Pathos Balance — Persuading Expert and Lay Audiences
- Keynote Narrative Arc — Opening Tension to Closing Call
- Panel and Media Interview Techniques — Handling Challenge Under Pressure
- Network Mapping of Peers and Journalists — Relationships That Amplify Ideas
- Internal Advocacy Through Briefings — Shaping Leadership Agendas From Within

Day 5: Practising the Point-of-View Brief

- Positioning Statement Refinement — Peer Critique of Distinct Territory
- Insight Evidence Stress Test — Defending Claims Against Challenge
- Five-Minute Talk Rehearsal — Video Feedback on Delivery
- Influence Measurement Indicators — Citations, Invitations and Decision Impact
- Point-of-View Brief Completion — Argument, Channels and Ninety-Day Calendar

Applying Thought Leadership Competencies After the Course

- Publish a first article built on a top-down argument structure and track who cites or responds to it.
- Run a network mapping session with colleagues to identify three forums where the practice should speak.

Thought Leadership Competencies Questions FAQ

What are thought leadership competencies and why do they matter now?

Thought leadership competencies are the skills to form, evidence and share a distinct professional position. They matter now because decision makers filter crowded channels and trust experts who explain change with original evidence and clear argument.

Which roles gain most from thought leadership competencies training?

Senior specialists, practice managers, advisers and research leads gain most. Anyone whose expertise should influence clients, peers or leadership decisions, and who represents the organisation in public or at industry forums, will apply the methods directly.

How does a thought leadership competencies course differ from a presentation skills course?

It focuses on what you say before how you say it. A presentation skills course polishes delivery; this course develops the insight, argument, publishing plan and network that make an expert voice worth hearing.

What do you bring back from thought leadership competencies training?

You bring back a Point-of-View Brief: a tested position, its supporting evidence, chosen channels and a ninety-day publishing and speaking calendar, plus rehearsal feedback on a short talk built around it.

Thought Leadership Competencies: The Way Forward

The Point-of-View Brief gives each participant a ready position and calendar. Its first use is deciding which debate to enter and through which channel, a choice shared with the line manager and communications team. After the first article or talk, revisit the evidence and audience map: responses reveal which arguments persuade and where the position needs sharper proof.