

# Thought leadership.

OUR APPROACH & CASE STUDIES

# What is thought leadership?

There are numerous definitions of thought leadership:

## The Academic

*"The process of formulating big ideas and insightful points of view on the issues buyers face, capturing those ideas in multiple content vehicles and sharing the ideas with prospects and customers to enlighten them, engage them in a dialogue and position your company as a trusted resource"* (Forrester Research, 2011 - as cited in Young, 2013)

## The Practitioner

*"A thought leadership strategy brings together an organization's best thinking so it can be applied strategically to build brand equity, generate demand, build customer relationships and create new opportunities for sales and partnerships."* (Ramus Daniel, 2020)

## The Springboard Communications Perspective

Thought leadership is an essential element of an organisations communications strategy. You need to develop a network of experts that build **trust**, enhance your **reputation** and ultimately achieve **business growth**. Our role is to tap into the talent, experience and passion from inside your organisation to provide answers on the biggest questions on the minds of your stakeholders.



# THE BUSINESS CASE FOR THOUGHT LEADERSHIP



**TRUST** - 89% of decision makers agree how effective thought leadership is at enhancing their perceptions of an organisation. ([B2B Thought Leadership Study 2020](#)).



**CAPABILITIES** – 59% of decision makers say that an organisation's thought leadership is a more trustworthy basis for accessing an organisations capabilities and competencies than its marketing materials or product sheets. ([B2B Thought Leadership Study 2020](#)).



**SALES** - Almost 60% of business decision makers said that thought leadership directly led to their awarding of business to an organization. Just 26% of sellers believe that thought leadership can lead directly to closed-won deals. ([LinkedIn 2019](#))



**DECISION MAKERS** - Thought leadership can create access to high-value decision makers. Almost half (47%) of C-suite executives said they have shared their contact information after reading thought leadership. ([LinkedIn 2019](#)).

# Our Integrated Approach.

To deliver our clients' business objectives, we believe in a fully integrated approach with strategic thinking at the heart of everything we do.

Each element of our unique approach is designed to support and amplify the other.

- **The Strategy Hub** — an organisational strategy deep dive with a communications audit, stakeholder mapping, insight-led planning, messaging house development and project management.
- **The Newsroom** — media relations, crisis management, brand journalism, editorial workshops and influencer management.
- **The Content Studio** — adds value through your owned content
- **The Internal Wire** — provides insight and advice on internal communications
- **The Reporting Lab** — demonstrating your results.

THE  
LEADERSHIP  
CENTRE.

Enhances and spotlights our clients' expertise. This includes executive media training, employer branding, issue management consultation and thought leadership. See next slide on our unique approach to thought leadership.

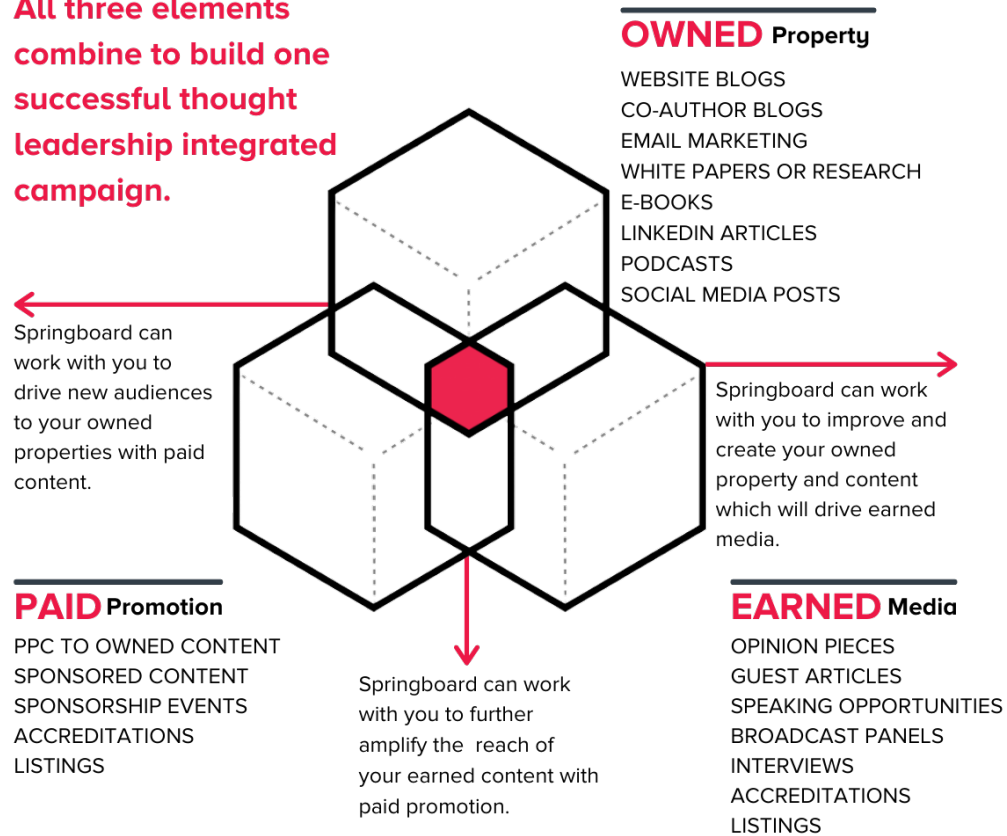


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# Amplify your Thought leadership.

To ensure we maximise the impact of your thought leadership we utilise our bespoke Spring3 content approach. This process starts by ensuring we have taken your key thought leadership topics and developed what we call the **sweet spot for content** – where your key topics overlap with what your audience and the media are interested in. Then we build your tailor-made campaign across owned, earned and paid platforms.

**All three elements combine to build one successful thought leadership integrated campaign.**



# Case Studies.



# The Brief.

Laya Healthcare launched its *The Great Reset: A Brave New Era of Work and Wellbeing* research in September 2020. The report revealed the findings of the largest-ever research carried out among Irish employees and HR leaders into the challenge of the century, COVID-19.

Sinéad Proos, Head of Health and Wellbeing at Laya Healthcare was used as a thought leader in this campaign, building her profile and showcasing her expertise.

The objectives for the project were to:

- Promote Sinéad Proos, Head of Wellness at Laya Healthcare, as a thought leader in her field
- Highlight how Laya Healthcare is leading the health and wellbeing conversation in Ireland as companies continue to adapt to evolving working models, with insight led content and information
- Build Laya Healthcare's profile as health and wellbeing experts
- Increase and drive traffic to download Laya Healthcare return to work assets

# The Work.

Our specific work with Sinéad Proos included:

- Media training
- Thought-leadership campaign development
- Development of messaging house with key messages, proof points and call-to-actions
- Ghost-writing of by-lined articles

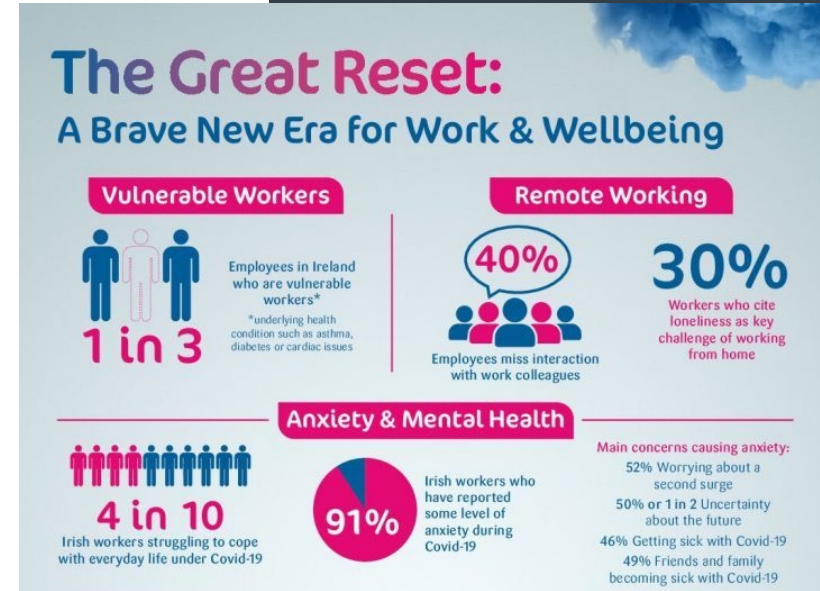
# The Results.

We achieved national coverage for the research, and exceeded all KPIs, with interviews and features secured in national and local media.

**A total reach of over 2 million across key media targets was achieved, with over 30 pieces of coverage.**

Key coverage included;

- Interview on RTÉ Radio 1's Morning Ireland with Sinéad Proos — with a listenership of 491,000 — the day of the launch
- Interview on Newstalk's Pat Kenny Show for Sinéad Proos
- Interview in Irish Examiner with Sinéad Proos
- Irish Independent article on top tips on working from home by Sinéad Proos



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# The Brief.

Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. Springboard Communications works with Professor John Gallagher, founder and chief medical officer at leading nationwide occupational health provider Cognate Health on building his profile and showcasing his expertise.

Professor Gallagher is also the Occupational Physician and Head of the Occupational Health Department for HSE South, based as Cork University Hospital.

# The Work.

Our work with Professor Gallagher includes:

- Executive Media training
- Thought-leadership development, including brainstorming sessions on media-relevant topics
- Development of messaging houses with key messages, proof points and call-to-actions
- Ghost-writing of by-lined articles
- Copywriting of LinkedIn posts
- Sourcing and management of seminar speaking opportunities

Topics covered across national print, online and broadcast outlets include:

- The effects of Long Covid on the workforce
- Insight into how companies can assist in supporting employees' mental health
- Setting up an ergonomic home office
- Vaccinations
- Antigen testing

# The Results.

A sample of some of our work on thought leadership with Professor Gallagher has resulted in:

- Two insights articles on topics of importance to Professor Gallagher in Business Post — *Reducing COVID-10 Risk in Workplace* (May 2020) and *How to Help Staff who are Suffering from Long Covid* (March 2021). The readership (print and online) was 155,000 per article and Advertising Value Equivalency (AVE) was €15,876 per article
- Interview in Irish Examiner on the impact of Covid-19 in the workplace. Readership (print and online) was 236,000 and AVE: €31,824
- Interview on *The Pat Kenny Show* on Newstalk to discuss the Return to Work Safely Protocol. Reach was 155,000 and AVE was €33,000
- Online articles in key business sites such as Silicon Republic covering the Return to Work Safely.

## Irish Independent



Here's what you need to keep in mind for a safe return to the office

Occupational medicine specialist Prof John Gallagher advises what employers need to consider when returning to the workplace.

Following recent news reports, leaders are increasingly aware of the risks to businesses and employees if they do not take the necessary steps to ensure a safe return to the workplace.

It is important that employers take the necessary steps to ensure a safe return to the workplace, and that they do so in a timely manner.

Employers should consider the following when returning to the workplace:

- Conduct a risk assessment of the workplace.
- Implement measures to reduce the risk of infection.
- Ensure that employees are aware of the risks and the measures being taken.
- Provide personal protective equipment (PPE) where necessary.
- Encourage employees to stay home if they are unwell.
- Implement a return-to-work protocol.

Employers should also consider the mental health of their employees, as the return to the workplace can be a stressful experience for many.

It is important that employers take the necessary steps to ensure a safe return to the workplace, and that they do so in a timely manner.

Try and get enough sleep, don't overwork on stress and consider taking time to relax and recharge your batteries.

JOHN GALLAGHER

Occupational medicine specialist

Prof John Gallagher

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## Insight

### Key points in reducing Covid-19 risk as businesses reopen

Employers must comply with government guidelines on bringing staff back to work



John Gallagher

A business across the country reopens on a phased basis over the coming weeks and months they will need to adhere to new guidelines and regulations on how they can do so safely.

The government's Return to Work Safely Protocol is designed to help employers and managers put the necessary measures in place to help prevent the spread of Covid-19. Here are five of the key takeaways.

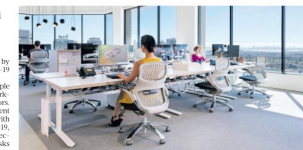
**Pre-return measures**

A key part of companies' return-to-work planning is the requirement that they ensure their staff are free from Covid-19 symptoms.

Employers are required to assess all staff returning to the workplace three days prior to their return. This can be done via a questionnaire. Employees will have responsibility for monitoring their own wellbeing.

**Prompt response**

This is one of the questions



It is near-certain that the pandemic has changed office life as we know it for ever

Hygiene is crucial

Key elements outlined include the need for appropriate hygiene facilities. In addition, good respiratory hygiene and etiquette will be necessary. Tissues, as well as bins or bags for their disposal, must be provided in workplaces and the bins must also be emptied at regular intervals.

Physical distancing of two metres is to be maintained between people in order to minimise the risk of transmission.

Other key requirements include the introduction of "no handshaking" policies, the identification of small teams who consistently work and take breaks together, and the staggered use of common facilities. Non-essential office work should continue to be carried out at home where practicable.

**Business trips**

Business trips and face-to-face meetings should be reduced to the absolute

minimum, and technological alternatives such as video conferencing should be made available. For necessary work-related trips, the use of the same vehicles by multiple workers is not encouraged.

**Customer requirements**

Substantial work is required by employers to eliminate physical interaction between workers and customers.

Physical barriers, clear markings, the provision of hand sanitiser at entry and exit points, the introduction of cleaning regimes and signs clearly displaying advice on Covid-19 measures are all mentioned.

**Managing workers' mental health**

While we continue to adapt to this new way of life, we can't neglect about the mental health of employees.

On this, there, employers are being asked to put in place support for workers who may be suffering from anxiety or stress.

John Gallagher is managing director at Cognate Health

## Advice

### How to help staff who are suffering from long Covid



John Gallagher

We are now more than a year on from the first cases of Covid-19 in Ireland, but much is yet unknown about the potential long-term impact of the virus on people who contract it.

The term "long Covid" is used to describe the illness in people who have either recovered from the initial infection, but are still experiencing lasting effects from the virus, or who have had symptoms for longer than would typically be expected. These symptoms can include breathing difficulties, tiredness, reduced muscle function, impaired ability to perform vital everyday tasks, and mental health problems.

Some of those with long Covid are unable to return to work or can only manage part-time work and I am fielding a rising number of queries from employers keen to find out what they can and should do to help staff members who are experiencing long Covid symptoms.

If you are an employer, the following are some steps you can take to help employees in this position for the duration of their illness and when they return to work.

**1. Facilitate dialogue**

Employees need to be able to tell their employers when they are not feeling well. They don't need to disclose personal health details, but it is important that they feel secure about discussing their fears and concerns.

Employers should make and maintain contact with employees when they are ill, whether that be via Zoom, phone or even just text message, checking in with them frequently. Employees will look to their employers for guidance, so it's important that you stay in contact with them consistently.

Regular communication and reaching out to absent employees can go a long way in ensuring that they feel looked after.

**2. Talk about long Covid**

It's important that employees know about the potential risks associated with contracting Covid-19 in a balanced way, without engendering undue fear. I would recommend



John Gallagher

that employers make information on the symptoms of long Covid available to their staff, as well as letting them know about the various types of support available to them.

**3. Graded return to work**

Look into a graded return to work, flexible hours or part-time working arrangements. A gradual return to work should take into consideration both the hours worked and the nature of the work that is being undertaken. It can typically extend to a six or eight week period. The employee might commence half days initially, but will experience lasting effects from the virus, or who have had symptoms for longer than would typically be expected. These symptoms can include breathing difficulties, tiredness, reduced muscle function, impaired ability to perform vital everyday tasks, and mental health problems.

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# Thank you.

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