



5-Step Thought Leader Program

Social Research Lab
UNIVERSITY OF NORTHERN COLORADO

In order to book more business, you need to be seen as a credible thought leader. The Social Research Lab at the University of Northern Colorado specializes in working with speakers and consultants to turn their ideas into science.

The 5 Steps:

1. **Immersive Learning**

We dig deep into your content and get to know your message inside and out through structured interviews, material review, and internet sleuthing.

2. **Objective Mapping**

We use our unique *Objective Mapping* process to align this project with your most important business objectives to ensure maximum ROI.

3. **Scientific Synthesis**

We search out the most important and relevant scientific studies about your topic... and condense them into a format that a real human might want to read. This provides direction for our research and content for your products.

4. **Data Collection**

We take everything we've learned about your business, your objectives with this project, and the existing science to create customized research tools and collect the quantitative and qualitative data that will yield the best IP.

5. **Actionable Insights**

We package up all that science in a deliverable that makes the most sense for you and your audience. We specialize in making good science easily understandable.

Value

The 5-Step Thought Leader Program takes just 6 months to complete and yields an average 200% ROI in 18 months.

"It lends us so much more credibility to us as a company when we say we have a validated tool...[the tool] absolutely exceeded my expectations." - Dr. Renee Thompson, *Healthy Workforce Institute*

"The process of conducting the study is facilitating a move from mid-level to C-suite professionals who are now lining up to be interviewed for the study. This move from being on the radar of users of my content and services to adding the economic buyers is a critical part of our strategy to sell our online training." - Linda Keith, CSP, CPA

See our article "[Making Data Deliciously Relevant](#)" in *Speaker Magazine* [here!](#)

Which Project is Right for You?

Give Me the Data

Add original data to a program or book that already exists so you stop citing other people and start being a thought leader.

I Need Validation

Prove that your system works (or find out that it doesn't)!

So I Had This Idea the Other Day

Go from brainstorm to original IP that aligns with your business in 6 months.