

# How to Transition from Subject Matter Expert to Thought Leader in Your Firm and Industry



Christine Clapp  
Spoken with Authority

Professional Development Consortium



# S P O K E N   W I T H   A U T H O R I T Y

PRESENTATION:

How to Transition from Subject Matter Expert to Thought Leader in Your Firm and Industry

DATE:

July 21, 2016

FOR:

PDC Summer Conference







Brain: Be curious



Heart: Be generous



Courage: Be brave

# Brain



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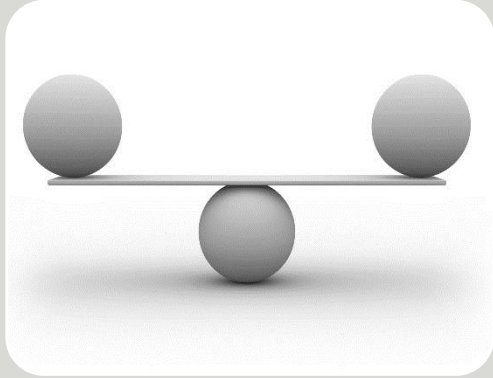
“A thought leader has a singular, internal focus on achieving mastery of a particular discipline.”

Sam Fiorella

# Ask big-picture questions







Balancing Passion  
and Perspective in  
the Legal  
Industry: A  
Mindfulness  
Approach



Making Lemons  
into Lemonade -  
The Psychology of  
Neutralizing  
Lawyer Negativity



You Don't Have a  
Retention  
Problem, You  
Have a Context  
Problem: Shifting  
Paradigms to  
Improve  
Retention

# Develop unique perspectives





Dr. Larry Richard



Daniel Pink



Susan Cain



Remit Sethi



Alan Weiss



Marie Kondo

Photo Source: Dr. Larry Richard <http://www.lawyerbrain.com/about-dr-larry-richard> Daniel Pink [https://pi.tedcdn.com/r/pe.tedcdn.com/images/2011/08/08/110884\\_800x600.jpg?cb=05112016&quality=89&w=800](https://pi.tedcdn.com/r/pe.tedcdn.com/images/2011/08/08/110884_800x600.jpg?cb=05112016&quality=89&w=800) Susan Cain [https://pbs.twimg.com/profile\\_images/1474290079/SusanCain5smaller-1.jpg](https://pbs.twimg.com/profile_images/1474290079/SusanCain5smaller-1.jpg) Ramit Sethi [http://www.chasejarvis.com/wp-content/uploads/2013/01/ChaseJarvis\\_Ramit\\_Sethi\\_headshot.jpg](http://www.chasejarvis.com/wp-content/uploads/2013/01/ChaseJarvis_Ramit_Sethi_headshot.jpg) Alan Weiss <http://www.learningrevolution.net/wp-content/uploads/2013/01/homepage-alan4.png> Marie Kondo <http://www.gannett-cdn.com/-mm-/b774a8037cb022db96babc69a53bea3486f58da1/c=0-178-3995-2435&r=x1683&c=3200x1680/local/-/media/2016/01/25/USATODAY/USATODAY/63589325022325735-XXX-Marie-Kondo-rd115.JPG>

# Heart



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# Find your lane





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# Change lanes



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# Know your audience

“A thought leader is someone who creates something before people realize that they need it. Best example, of course, is Steve Jobs.”

Guy Kawasaki



# Courage



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“A thought leader is true to themselves even when others might laugh, disagree or nay-say.”

Jessica Northey

# Stand firm



# Take risks



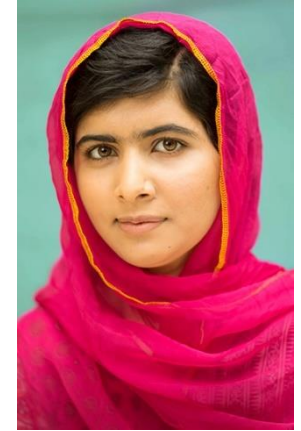
Brent Brown



Tony Robbins



Amy Cuddy



Malala Yousafzai



David Christian



Simon Sinek



Dr. Jill Bolte Taylor



Lin-Manuel Miranda

Photo Source: Brent Brown (<http://www.creativehealingconnections.org/wp-content/uploads/2012/02/imgres.jpeg>), Tony Robbins (<http://b-1.forbesimg.com/kathycapriano/files/2013/12/Tony-Headshot-Approved.jpg>), Amy Cuddy ([http://www.hbs.edu/faculty/Profile%20Files/cuddy%20tedgloba\\_0ac9cc7f59e9-428f-bf75-5b0142c71bb6.jpg](http://www.hbs.edu/faculty/Profile%20Files/cuddy%20tedgloba_0ac9cc7f59e9-428f-bf75-5b0142c71bb6.jpg)), Malala Yousafzai ([http://live.worldbank.org/sites/default/files/Malala-Yousafzai\\_Antonio-Olmos.jpg](http://live.worldbank.org/sites/default/files/Malala-Yousafzai_Antonio-Olmos.jpg)), David Christian (<https://i.ytimg.com/vi/yqc9X04DXs/hqdefault.jpg>), Simon Sinek ([https://pi.tedcdn.com/r/p.tedcdn.com/images/2012/02/04/166e6e81065c833e6546184af512ee37bbe\\_2880x1620.jpg?cb=05112016&quality=89&w=800](https://pi.tedcdn.com/r/p.tedcdn.com/images/2012/02/04/166e6e81065c833e6546184af512ee37bbe_2880x1620.jpg?cb=05112016&quality=89&w=800)), Dr. Jill Bolte Taylor (<http://i.huffpost.com/gen/926053/images/o-NEUROSCIENCE-JILL-BOLTE-TAYLOR-facebook.jpg>), Lin-Manuel Miranda (<http://www.trbimg.com/img-560ab4d7/turbine/la-et-cm-broadway-s-lin-manuel-miranda-and-pup-001/650/650x366>)



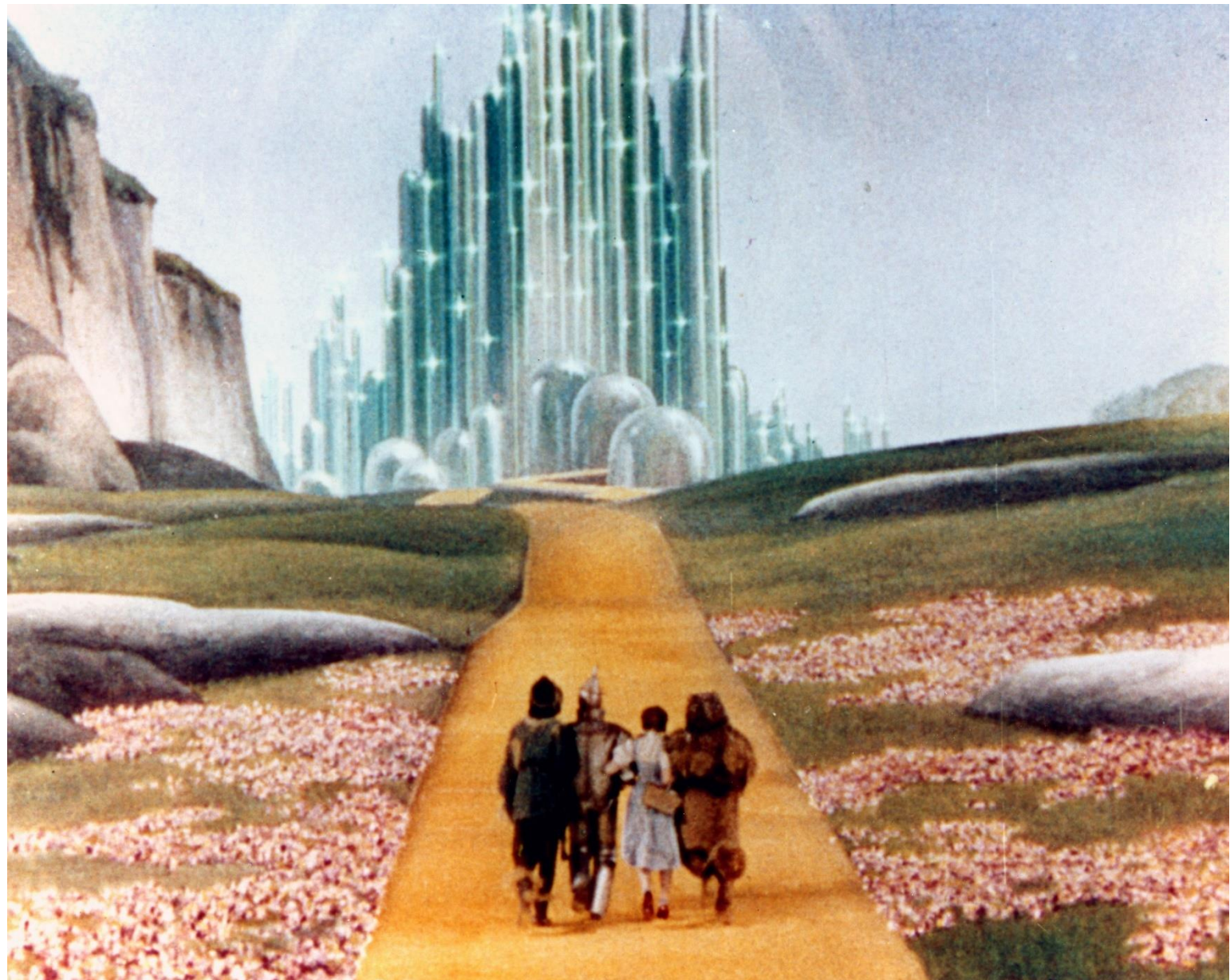
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