



Developing Compelling Narratives

A virtual course to help thought leadership professionals create outstanding points of view

About the Course

"Developing Compelling Narratives" is a virtual course designed to help thought leadership professionals (researchers, writers and editors) and aspiring and current thought leaders develop compelling points of view that they can convey in multiple ways. These include research reports, white papers, op-ed article submissions, conference and webinar presentations, and internal presentations.

In four virtual sessions, a Buday Thought Leadership Partners instructor will help class participants learn how to develop compelling narratives. Participants will learn a proven approach to developing compelling narratives in their work: The Buday TLP Problem/Solution Outline Structure.

Course participants will get reading material a few weeks prior to the first session (more on this below). In addition, they will be asked to choose a topic on which they will practice creating a narrative during the sessions.

At the beginning of the first session, we will provide a brief overview of two key success factors to conveying powerful narratives in thought leadership:

- Understanding the criteria that makes for compelling narratives on better ways to solve complex business problems.
- Structuring a narrative in a clear, rigorous, and predictable way. At the core of such compelling narratives is what Bob calls the problem/solution outline.

In all four sessions, our instructor will engage course participants in exercises in which they write their own narratives on topics of their choosing. In each session, participants will learn how to construct a piece of the structured problem/solution outline through team exercises, as well as through group and one-on-one feedback (i.e., our private feedback to each participant).

For more than 20 years, Buday TLP founder Bob Buday and his colleagues have used this narrative structure to help their clients publish dozens of acclaimed research reports, *Harvard Business Review*, *MIT Sloan Management Review*, *Forbes*, the *Financial Times* and other articles in prestigious journals, as well as develop bestselling-books.

Delivery Method, Class Sizes and Fees

Delivery

We deliver the class over the Zoom or Microsoft Teams videoconference platforms. We recommend delivering the course over four 2-hour sessions (for example, a Monday and a Thursday) in a two-week period so that course participants don't have to set entire days aside. We also recommend such a cadence so they have time between sessions to absorb the teachings and complete their homework.

We will provide course participants with the following pre-class reading material:

- Our book, "*Competing on Thought Leadership*," whose chapters 4 and 6 describe key ideas covered in the sessions.
- Examples of research reports, white papers and articles that have been written with our clients using the Buday TLP Problem/Solution Outline structure.

Class Size

We recommend between 10 and 16 class participants for each course. We will group the participants into 2- or 3-person teams, with each team assigned (or choosing) a topic on which they want to develop a narrative over the four sessions. Having class participants practice the narrative structure on an issue relevant to them increases the chances they will absorb and master the narrative structure.

In each session, we provide ample time for questions, as well as for our class instructors to provide valuable feedback on each team's homework.

Fees

Our fees are USD \$2,000 per course participant (four virtual sessions for between 10 and 16 class participants). Fees are due the day the sessions begin.

About Buday TLP

Buday TLP and its principals have been helping people and organizations become widely known for their expertise. Bob Buday has been a pioneer in thought leadership since 1987, when he joined the consulting firm CSC Index. He authored the 2022 Amazon bestselling book *Competing on Thought Leadership: How Great B2B Companies Turn Expertise Into Revenue* (Ideapress Publishing). More information on the book [here](#).

Back in the 1990s, Bob was a key part of the team that turned the concept of "business reengineering" into a \$200 million a year consulting practice for CSC Index, and which ignited a nearly \$5 billion a year segment in the 1990s in the global consulting industry. Buday TLP has been called "the thought leader on thought leadership."

Bob and his colleagues at Buday TLP, his previous firm (Bloom Group) and the firm he worked at for 10 years from 1987-97 (CSC Index) have helped thought leaders publish more than 50 articles in *Harvard Business Review*, more than 100 columns in *Forbes.com*'s Leadership section, and dozens of other articles in other publications (including *MIT Sloan Management Review*, *Financial Times*, *Bloomberg Businessweek*, *CIO*, *InformationWeek*, *Financial Executive*,

and *CFO Magazine*). Bob has also been instrumental in developing and/or marketing several bestselling books, including *Monetizing Innovation*, *Reengineering the Corporation*, and *Mighty Midsized Companies*.

The company's website is www.budaytlp.com. For more information on the course and the company, email Bob at bob@budaytlp.com.