



Are You A Thought Leader? Six Questions for You to Ponder.

Created by M. Shannon Hernandez

It's quite possible that you have never thought to ask yourself, *Am I a thought leader?* or *Do I want to become a thought leader?* And...that is perfectly okay. I'm here to help you think through thought leadership with a few focused questions.

Thought leaders are the go-to people in their fields or industries. They are trusted sources who move and inspire people with new ways of thinking about things. They turn their ideas into reality and create a dedicated group of "peeps"—fans, friends, and followers—who care about what the thought leader is doing and want to keep up and interact with the message and brand.

When you begin answering these questions, really take some time to reflect on and revise your answers, if needed. If there are any questions too difficult to answer, it's an indication that they need more thought.

Six Questions to Ask Yourself About Your Own Thought Leadership

1. What am I trying to change?
2. What does this change look like?
3. What do people say when they talk about me?
4. What do I stand for?
5. What meaningful contribution am I making in my field or industry?
6. If I stopped the work I am doing today, would anyone miss it?

In the end, these questions will help you answer this biggie: **How are you setting yourself apart and positioning your brand to make a difference in the lives of others?**