


# Barrier #1: Fake Thought Leadership

Mainstream “Thought Leadership”  
is about how to position & posture  
rather than what it takes to  
develop robust bodies of work



KELLY DIELS  
**KD**





# Thought Leadership for People Who Recoil at the Phrase “Thought Leader”

The people doing  
the most substantial work  
often shy away from  
“Thought Leadership”



# NOT Necessary





# Barrier #2: **Conventional “Productivity”**

Hacks for doing low level of tasks at higher volume do not facilitate knowledge work.  
Instead, we need to learn how to do “flowductivity” rather than productivity



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# Barrier #3: **We Speak Nerd**

Experts are in love with their subject matter and start speaking a whole different language. We need to learn to **speak People** so that our ideas & systems are legible to them

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# Barrier #4: **Hypocognition**

People often lack the language to describe their experiences (especially if it is not a dominant experience) AND we often lack the language to describe our work. We have to **invent the words**...while also speaking People

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# Barrier #5: Lack of Codification

Mastery feels automatic and intuitive, which makes us think we don't have a method. But you DO have a theory and a process, so [Surface Your Methodology](#). Formalizing your model makes it easier to explain and teach to other people.



KELLY DIELS



FROM

# Thought Leader

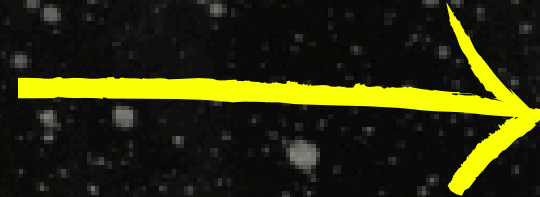
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TO

# Culture Maker

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1. Fake Thought Leadership



1. Develop Your Robust Body of Work

2. Conventional "Productivity"



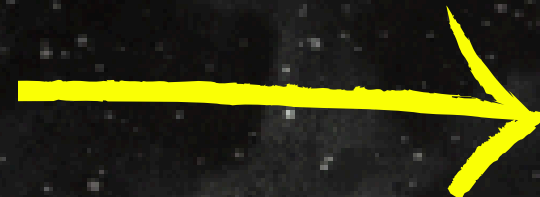
2. Epic Workflows & Flowductivity

3. We Speak Nerd



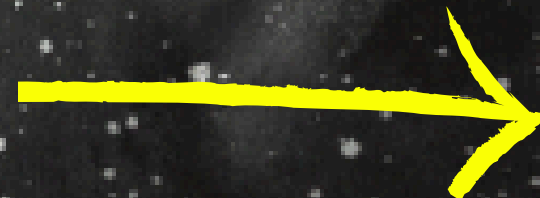
3. Learn to Speak People

4. Hypocognition



4. Name Concepts, Invent Language

5. Lack of Codification



5. Surface Your Methodology