

MOORE STEPHENS

The firms and individual members of Moore Stephens North America possess a wealth of collective knowledge, tools and other resources across the accounting profession, and their objective is to tap into this talent, experience, and passion to consistently make a significant and positive difference for their clients.

"In today's global marketplace, change is unrelenting. Dealing with it successfully requires vision, flexibility and the support and knowledge of specialists. Our aim is to not only ensure that our clients embrace change, but prosper from it."

Richard Moore - Chairman of Moore Stephens International Limited

A successful thought leadership program will provide your firm with a disciplined and coordinated stream of advisory content that can help open doors, make more effective sales calls, differentiate your offerings and deliver relevant advice.

Moore Stephens and its regional affiliates strive to provide this Thought Leadership and expertise every day through the service line and industry experience that is so prevalent within the association and our member firms.

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Key Success Factors

- 1. Focus on Quality Over Quantity** - Focus on creating original ideas and proprietary research that opens doors, breaks through clutter and changes buyer perceptions of value.
- 2. Establish Go-to-Market Alignment** - Make sure your marketing content is designed to support every step of the go-to-market process—from brand awareness to demand generation, to sales meeting and proposal generation.
- 3. Create a Structure** - Put a person in charge of documenting a thought leadership strategy that articulates an institutional point of view and addresses client concerns, sales priorities and your brand positioning.
- 4. Be Channel Ready** - To drive sales outcomes in marketing, media and sales channels, your thought leadership content needs to be actionable, targetable, useful, trackable and reusable across many channels and devices.