

7 examples of genuine thought leadership in the age of mistrust

Matthew Stibbe Articulate Marketing

28 June 2023



An age of mistrust



A tsunami of content

When I was in my teens there were three TV channels and eight or so national newspapers and Prestel. Today...

- 1.1 billion websites exist
- More than 1 billion TikToks viewed per day.
- 500 hours of YouTube video uploaded every minute



Social media is now the news media

Limited and opaque moderation

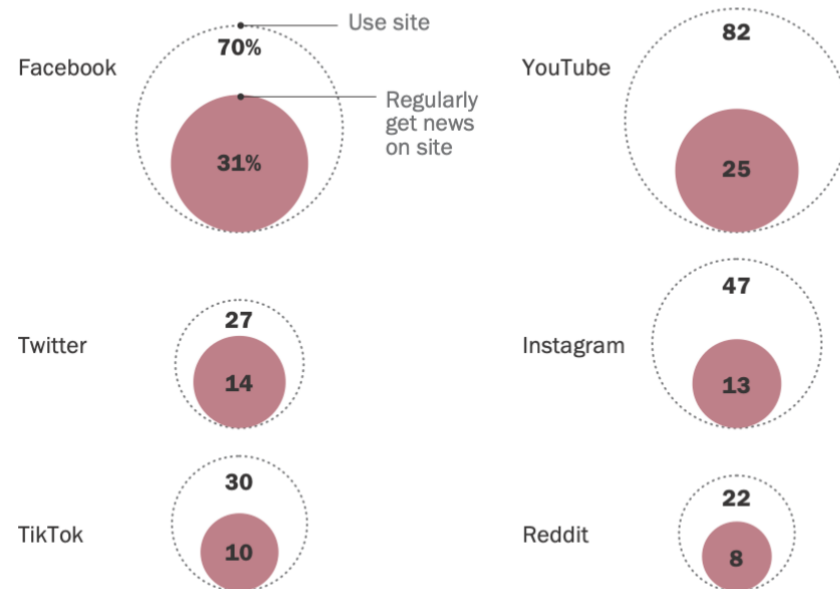
Algorithmic targeting

Wholly commercial intent

Source: [Pew Research Center](#)

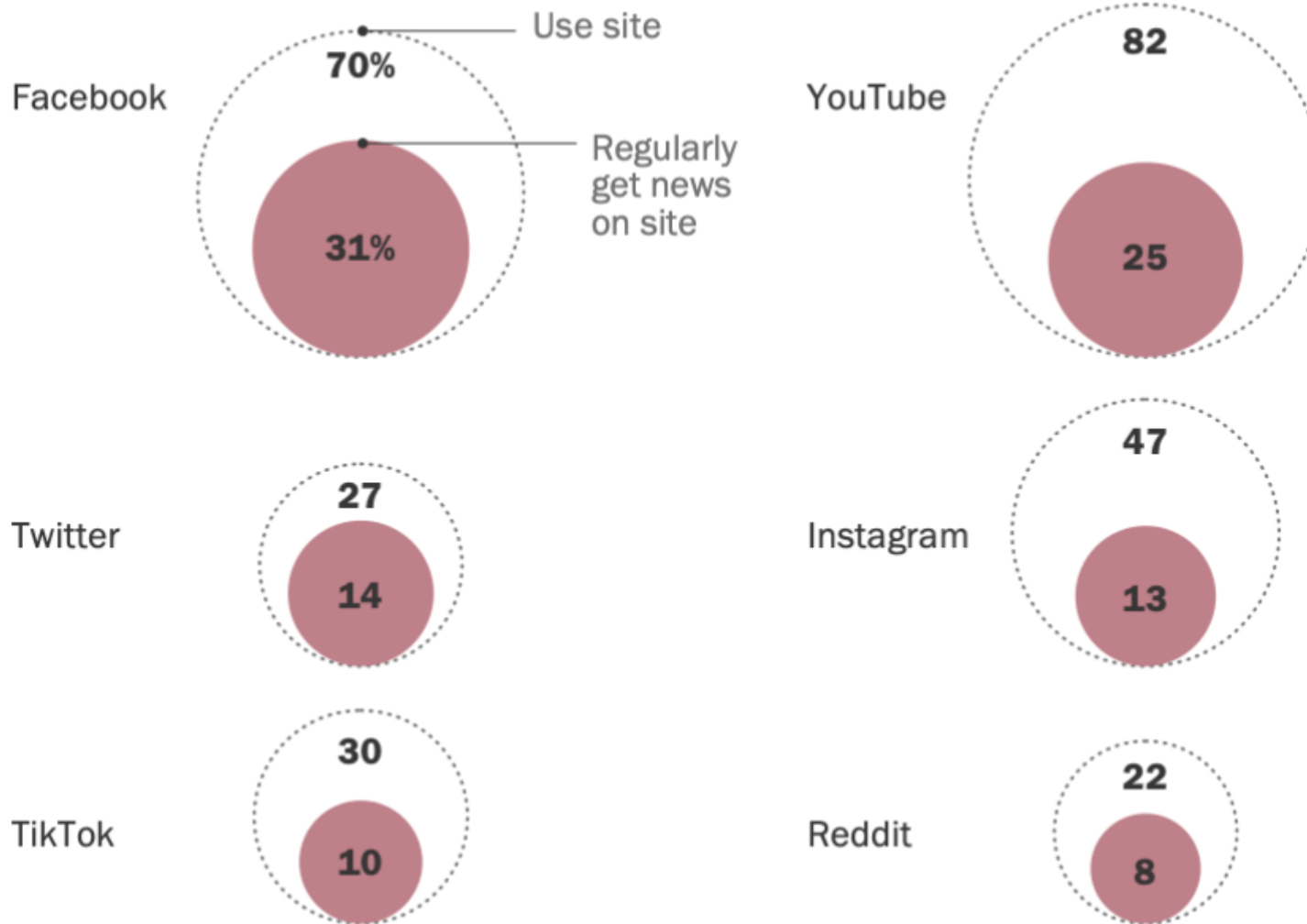
News consumption and use by social media site

% of U.S. adults who ...



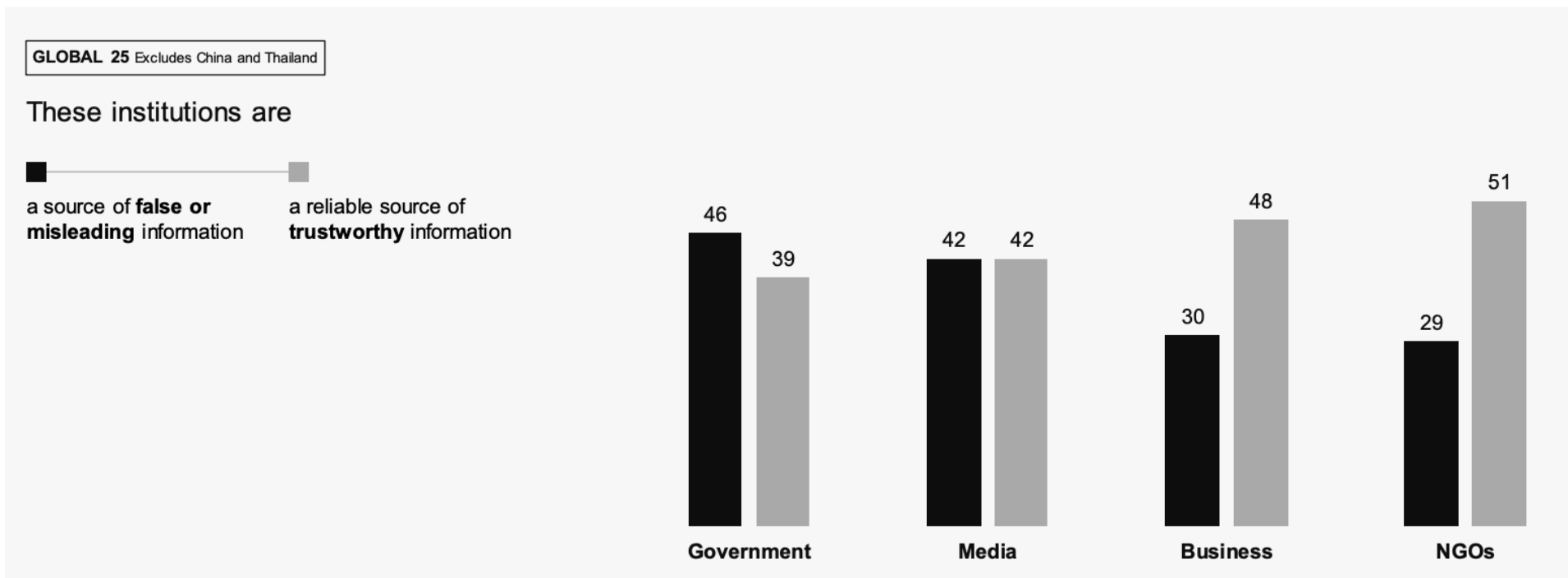
News consumption and use by social media site

% of U.S. adults who ...



Government and Media Fuel Cycle of Distrust, Seen as Sources of Misleading Information

Percent who say



Firehose of falsehood

- Aka 'Flood the zone with shit'
- The desired outcome is not persuasion but distraction, confusion and apathy
- Ultimately, the goal is to undermine the notion of objective truth altogether

Quote source: [The Russian "Firehose of Falsehood" Propaganda Model](#)

We characterize the contemporary Russian model for propaganda as “the firehose of falsehood” because of two of its distinctive features: high numbers of channels and messages and a shameless willingness to disseminate partial truths or outright fictions. In the words of one observer, “[N]ew Russian propaganda entertains, confuses and overwhelms the audience.”²



**Different truths can
contribute to thought
leadership**



Washing the dishes

From the mundane to the
transcendent





How to Use Your Dishwasher Better



Andrea Barnes
Reporting for Wirecutter

You may not believe it, but your dishwasher should get every dish completely clean almost every time you run it. Even if your dishwasher isn't the best, a few tweaks to your routine might help it work better.

Here's what to do →

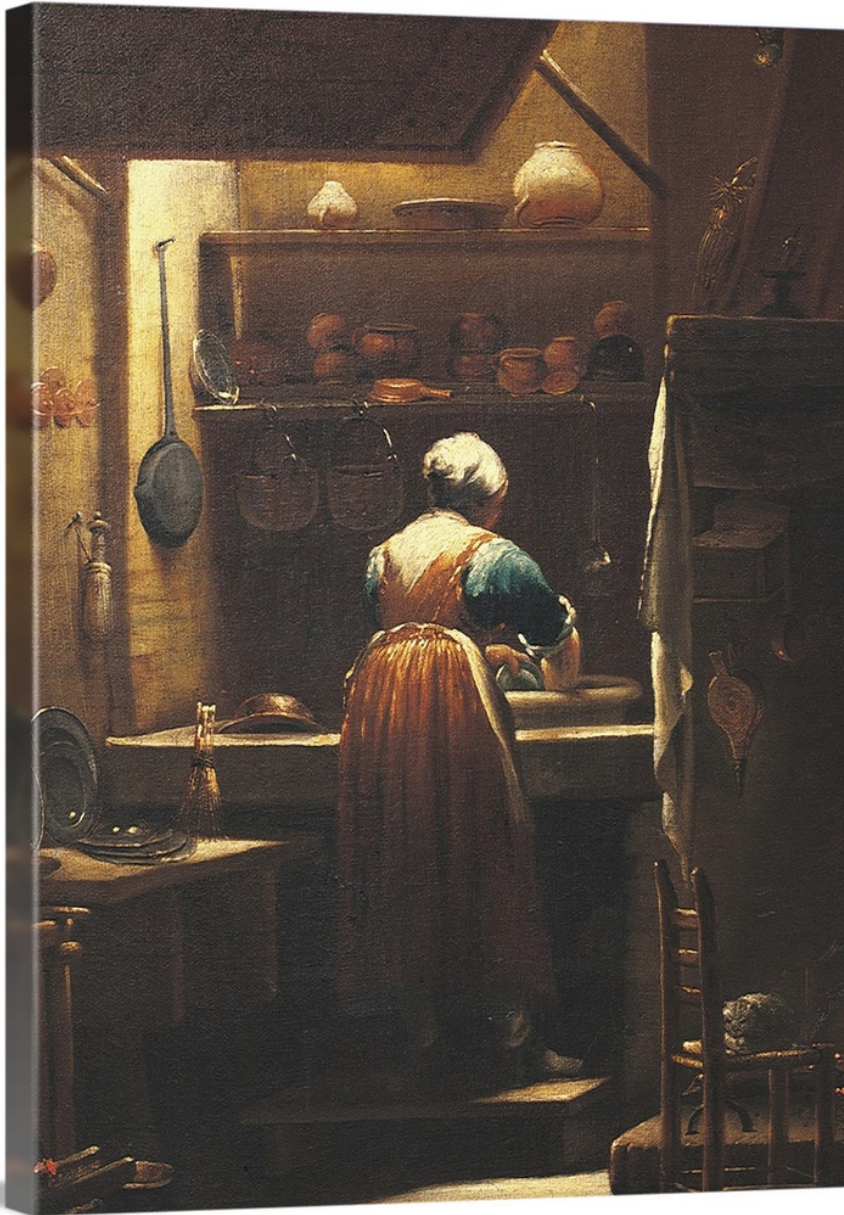
Sarah Kobos



**“The New York Times doesn’t know
s*** about loading a dishwasher”**

According to my wife





Doing the dishes can be art

Woman Washing Dishes, by Spagnuolo, c. 1725.
Uffizi Gallery



Doing the dishes can be religion

“While washing the dishes one should only be washing the dishes, which means that while washing the dishes one should be completely aware of the fact that one is washing the dishes.”

Thich Nhat Hanh



Thought leadership can be...

- Factual
- Scientific
- Opinionated
- Experiential
- Artistic
- Religious



But it should always be...

- Sincere
- Truthful (even if the truth is subjective)
- Deeply considered
- Aware of limitations
- Open to new ideas
- Respectful of the audience



Building trust



Businesses can build trust and address societal issues

Without being seen as politically motivated

2023 Edelman Global Trust Barometer

To avoid being seen as politically motivated when taking a stand:

GLOBAL 27



How the New York Times builds trust

A model that marketers can emulate



Separation of opinion from news

Opinion

THOMAS L. FRIEDMAN

Putin, Prigozhin and the Danger of Disorder

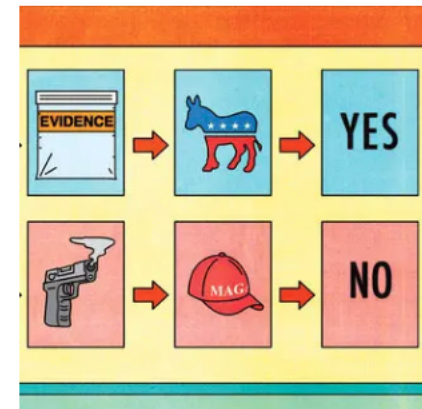
6 MIN READ



DAVID FIRESTONE

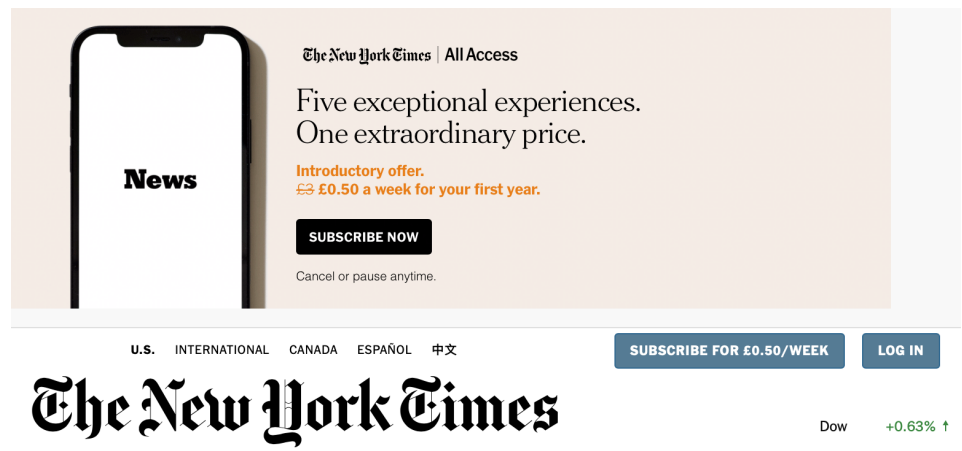
Who Do Republicans Think Committed a Crime?

6 MIN READ



Clarity about money

Clear separation between adverts and editorial and about who pays and what they're buying.



The screenshot shows a mobile app subscription page for The New York Times. On the left, a smartphone displays the word "News". To the right, the text reads "The New York Times | All Access" followed by "Five exceptional experiences. One extraordinary price." Below this, an "Introductory offer" is highlighted in orange: "£0.50 a week for your first year." A black "SUBSCRIBE NOW" button is positioned below the offer, with the text "Cancel or pause anytime." underneath it. At the bottom of the page, there are navigation links for "U.S.", "INTERNATIONAL", "CANADA", "ESPAÑOL", and "中文". On the right side of the bottom bar, there are two buttons: "SUBSCRIBE FOR £0.50/WEEK" and "LOG IN". The "The New York Times" logo is prominently displayed in the center of the bottom bar, and the Dow Jones index is shown on the far right as "Dow +0.63% ↑".



Bylines

Not 'some people are saying'



By **Adam Liptak**

Reporting from Washington

June 27, 2023

The Supreme Court on Tuesday [rejected a legal theory](#) that would have radically reshaped how federal elections are conducted by giving state legislatures largely unchecked power to set rules for federal elections and to draw congressional maps warped by partisan gerrymandering.



Visible sourcing

Even the constitution is
hyperlinked

The case concerned the “independent state legislature” theory. It is based on a reading of the Constitution’s [Elections Clause](#), which says, “The times, places and manner of holding elections for senators and representatives shall be prescribed in each state by the legislature thereof.”



Fact-checking

Example from Wired for a 200-word article on German speed limits that I wrote in 2005!

- * You say there's a suggested speed limit of 130kph but "voluntary limiters" of 250kph. What does this mean?
- * Do you have a back-up source for the 300-km A10 track?
- * Where did you get numbers for the length of the Autobahn in Germany vs. the roads (is it freeways? highways?) in the US?
- * Is there a fine for running out of gas on the Autobahn?
- * Can you verify that the roads are made of freeze-resistant concrete or bituminous coal surfaces?
- * How frequently do you find emergency phones on the road?
- * Are potholes and other road problems repaired by resurfacing the entire section of the road?
- * Is road maintenance handled by subcontractors, who receive a portion of the tolls of the section of the road they manage?
- * How is the per-kilometer toll for trucks measured?
- * Could you describe some of the technologies in cars, buses, and on the road that help drivers monitor congestion and avoid traffic?
- * What portion of the Autobahn has no speed limit? What portion has a permanent limit? What portion has a variable limit?
- * How are speed limits enforced? If cameras are used, are the pictures sent to the offender's homes? Why/why not?
- * What is the death rate on the Autobahn?



Transparency

About process



Acknowledge and correct mistakes

“It’s a new world, and we may have to look at providing protections for other members of the public to be able to guard their privacy for some good reason,” he said.

A correction was made on April 26, 2019: Because of an editing error, an earlier version of this article misstated the given name of President Trump's first wife. It is Ivana, not Ivanka.

When we learn of a mistake, we acknowledge it with a correction. If you spot an error, please let us know at nytnews@nytimes.com. [Learn more](#)

Vivian Wang is a reporter for the Metro Desk, covering New York State politics in Albany. She was raised in Chicago and graduated from Yale University.



How to create genuine thought leadership



How to do (genuine) thought
LEADERSHIP

www.articulatemarketing.com



Our best tips for writing thought
LEADERSHIP

www.articulatemarketing.com



11 tips ways to generate thought
LEADERSHIP

www.articulatemarketing.com

Examples of genuine thought leadership



Scott Galloway

Very opinionated and experiential but supported by well-sourced data

NO MERCY/NO MALICE

Subscribe

Listen



Techno-Narcissism

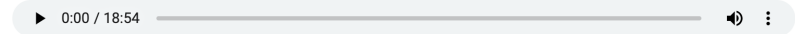


Scott Galloway @profgalloway
Published on June 16, 2023



Share this post

Audio Recording by George Hahn



I'm at Founders Forum in the Cotswolds ... which they assure me is somewhere outside of London. There are a lot of Teslas and recycled Mason jars as ... we're making the world a better place. As at any gathering of the tech elite in 2023, the content could best be described as AI and the Seven Dwarves. The youth and vision toggles between inspiring moments and bouts of techno-narcissism. It's understandable. If you tell a thirtysomething male he is Jesus Christ, he's inclined to believe you.



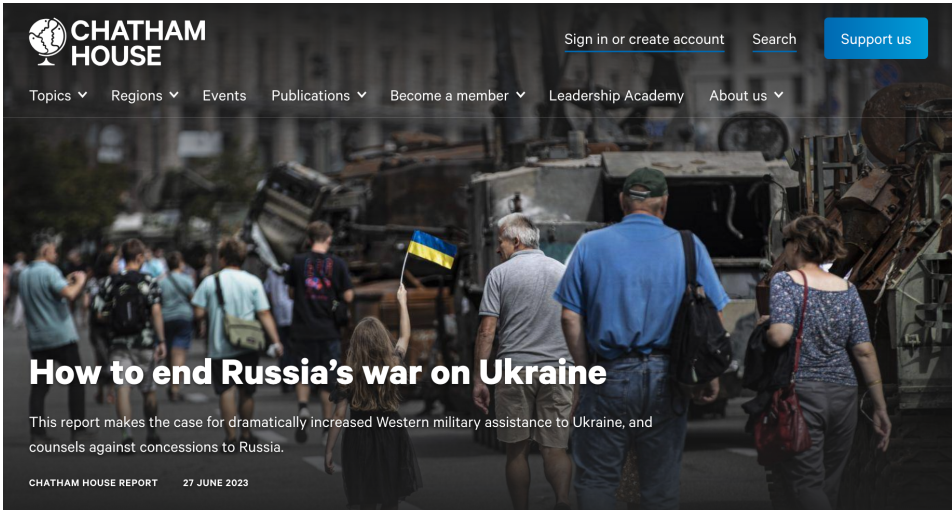
Edelman Trust Barometer

Original survey with very detailed methodology notes



Chatham House

High-level expert debate on a non-attributable basis



Jancis Robinson

Team reviews of wine – very subjective experience.

But incredibly comprehensive and review by experts.

She literally wrote the book on wine (the Oxford Companion to Wine)

jancisrobinson.com



| PRODUCER | WINE | VINTAGE | APPELLATION | DATE TASTED | DRINK DATE | SCORE |
|-----------|--|---------|------------------|-------------|-------------|-------|
| Blandy's | Sercial Colheita Seco/Dry | 2010 | Madeira | 2023-06-27 | Anytime | 17 |
| Blandy's | Malmsey Colheita Doce/Rich | 2010 | Madeira | 2023-06-27 | Anytime | 18 |
| Greystone | Vineyard Ferment Pinot Noir | 2020 | North Canterbury | 2023-06-27 | 2023 - 2027 | 16.5 |
| Chalmers | Greco | 2021 | Heathcote | 2023-06-27 | 2023 - 2026 | 16.5 |
| Blandy's | Verdelho Colheita Meio Seco/Medium Dry | 2010 | Madeira | 2023-06-27 | Anytime | 17.5 |



New York Times Wirecutter

Reliable, comprehensive reviews
and recommendations by
experts backed up rigorous
notes and methodology

 **Wirecutter**

[Deals](#) [Tech](#) [More...](#)  [Account](#) 

The research

Why you should trust us

Who should get this

How we picked

Our pick: Wine Enthusiast Classic 80 Wine Cellar

Flaws but not dealbreakers

Also great: Wine Enthusiast Classic 70 Dual Zone Wine Cellar

Upgrade pick: EuroCave Premiere S

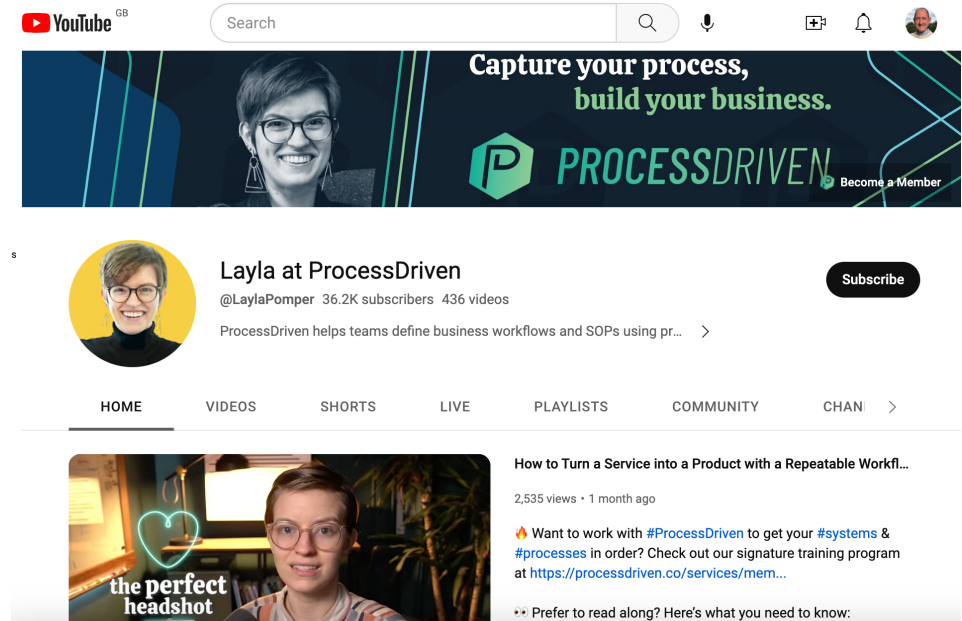
How to store wine

Care and maintenance



ProcessDriven

Genuine 'how-to' expertise about ClickUp from our friend Layla Pomper



The image shows a screenshot of a YouTube channel page for 'Layla at ProcessDriven'. At the top, there is a YouTube logo and a search bar. Below that is a banner image featuring Layla Pomper and the text 'Capture your process, build your business.' with the ProcessDriven logo and a 'Become a Member' button. The channel name 'Layla at ProcessDriven' is displayed, along with the handle '@LaylaPomper', 36.2K subscribers, and 436 videos. A 'Subscribe' button is visible. Below the channel information are navigation tabs for HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, and CHAN. A video thumbnail is shown with the title 'How to Turn a Service into a Product with a Repeatable Workfl...' and a description that includes a link to a training program and a note about reading along.



Basecamp

Books like Re:work and Shape Up

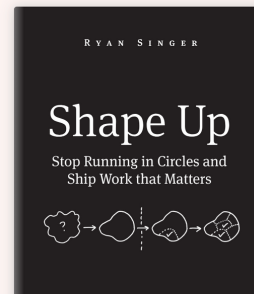
Jason Fried's posts on LinkedIn

Signal vs. Noise blog

Sharing the lived experience and original thinking about running their particular kind of business

Books by Basecamp.

On top of making Basecamp, we write books about what we've learned running our own business. They're filled with practical advice you won't find elsewhere.



[Shape Up](#)

Stop running in circles and ship work that matters. Written by the innovators behind Basecamp — one of the biggest and longest-running software as a service apps — the book gives teams the tools to address the risks and unknowns at each stage of the product development process. Full of eye-opening insights, Shape Up will help you break free of “best practices” that aren't really working, think deeper about the right problems, and start shipping meaningful projects your team can celebrate.



And finally...





Geek Boss: refactoring management by
Matthew Stibbe

geekboss.com



Vincarta: your guide to the delicious
world of wine and wine tasting

vincarta.com

Next steps

My thought leadership, including this
webinar, at www.articulatemarketing.com

See also geekboss.com (management) and vincarta.com (wine)

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet





That's all, Folks!