



The Thought Leadership Research Incubator

A 6-month guided incubator to help you design and launch your research-backed thought leadership project (book, initiative, or publication) alongside a small community of women.

Together, we'll:

- Identify your core question or hypothesis and map your research plan
- Support you as you conduct interviews, gather data, and design your project
- Help you craft your signature narrative and visibility strategy
- Keep you accountable and celebrate your progress every step of the way

I'll be right there alongside you, working on my own book and research project. This is as much about structure and community for me as it is for you. We're doing this together!

Why Research is a Thought Leadership Superpower (Now More Than Ever)

In today's world, event organizers, journalists, *and* AI chatbots are all looking for the same thing: *credible, original sources.*

It's one thing to share your perspective (which matters!), but when you can also say:

- "In my study of 50 women leaders..."
- "From the interviews I conducted with entrepreneurs..."
- "Looking at historical patterns, here's what we can learn..."

...it immediately **elevates your authority.** It gets noticed by event organizers, by the media, and even by AI chatbots that are surfacing and citing research more and more.

Here's why your own research matters:

- **AI Chatbots** (GEO factor): Generative engines like ChatGPT, Claude, Perplexity, and Gemini are constantly pulling from the web. They favor citing original research and data over opinion pieces. By publishing your findings, you increase the chance that your work is surfaced, quoted, and amplified by AI tools millions of people use to learn and search.
- **Media & Press:** Journalists love research-backed insights. When you can say, *"In my recent study of 150 women leaders..."* it immediately grabs attention and positions you

as the expert to interview.

- **Event Organizers & Stages:** Original data and research sets you apart from other speakers pitching the same topics. It makes your talk not just inspiring, but newsworthy.
- **Longevity & Authority:** While social media posts fade, a white paper, research report, or data-driven book chapter becomes an evergreen source that continues to build your credibility year after year.

What We'll Do in the Incubator

By the end of six months, you'll have worked on:

- A **fully scoped and validated thought leadership project** (book outline, research white paper, or initiative blueprint).
- A **research foundation**: interviews, surveys, or data collection completed (or well underway).
- A clear **visibility and launch plan** for sharing your work (conference talks, podcasts, media, partnerships).
- A **signature narrative** to communicate your findings and message with authority.
- Confidence and accountability from being part of a cohort of women doing big things.

What "Research" Could Look Like

In this program, research isn't just academic papers and footnotes (unless you want it to be!). It's about gathering original insights that make your work stand out and give your ideas weight.

Here are some ways you could conduct your research:

1. Interviews & Conversations (Qualitative Research)

- Host deep-dive interviews with people in your audience, industry peers, or experts.
- Conduct small focus groups or roundtables to surface real stories and perspectives.
- Capture themes, quotes, and insights that add richness to your message.

2. Surveys & Polling (Quantitative or Mixed Methods)

- Run surveys to get data and trends you can cite in your content.

- Combine numbers with stories to make your findings compelling and relatable.

3. Historical & Sociological Research

- Explore past movements, cultural shifts, or underrepresented voices and draw connections to today.
- Study case histories or archival material to uncover patterns.
- Add a broader social context to your thought leadership (this is what makes a message feel *bigger than one person*).

4. Case Studies

- Document stories from clients, peers, or organizations who've navigated the problem you're exploring.
- Turn these into compelling examples for your talks, book, or white paper.

Proposed Structure

Month 1: Vision & Clarity

- Define your topic, unique perspective, and audience impact.
- Establish your research question or hypothesis.
- Create an individualized six-month roadmap.
- **Deliverable:** A one-page **Project Vision Map** (topic, audience, research question, and goals).

Month 2: Research Plan Design

- Choose methodology (qualitative/quantitative, interviews, surveys, secondary research).
- Build tools and templates for data collection.
- Begin outreach (interview scheduling, surveys).
- **Deliverable:** A **Research Plan Blueprint** with methodology, interview/survey guide, and outreach list.

Month 3: Data Gathering & Analysis

- Focused time to conduct research.
- Midpoint presentation: share findings in progress for feedback.
- **Deliverable:** A **Research-in-Progress Summary** (early insights, quotes, or data trends) + slides for midpoint share.

Month 4: Story & Message Development

- Translate findings into key themes, insights, and takeaways your audience can use.
- Frame your research in a way that's both credible and compelling.
- Identify signature stories to pair with data for thought leadership positioning.
- **Deliverable: A Core Insights & Stories Document** (3–5 key themes + story pairings).

Month 5: Synthesis & Drafting

- Turn insights into narratives: book outline, initiative framework, or white paper structure.
- Map how your research supports your big idea, frameworks, or calls to action.
- Create a draft “signature story + data” piece you can start sharing (talk, article, or mini-report).
- **Deliverable: A Draft Project Asset** (book chapter outline, white paper skeleton, or initiative framework).

Month 6: Launch Plan

- Visibility strategy: media outreach, speaking engagements, publishing plan.
- Capstone presentations: Each participant shares their project with the group.
- **Deliverable: A Visibility & Impact Plan** (3-part strategy: where to publish, where to speak, how to promote) + recorded capstone presentation.

Proposed Cadence

- Two 60-minute group Zoom calls/month (workshop-style with feedback and accountability or a guest speaker session).
 - Every other Wednesday from 3-4 pm Eastern
 - Starting August 5, 2026
- Guest speaker sessions with women who've done research projects for their books, initiatives, etc.
- Private online space to get feedback and share questions or updates.

Cost

The cost will be \$450/month for 6 months or \$2,500 pay in full.

Questions? Email me at carolcox@speakingyourbrand.com.