

Partnering with an Expert to Create Thought Leadership Content

Using an Expert to Research and Publish a Branded Whitepaper

CHALLENGE

A consulting firm's clients expressed interest in trends and developments in AI. To fill this need, the firm wanted to conduct a study and publish the results as a whitepaper but did not have the bandwidth to create this content in-house.

THE GLG APPROACH

GLG sourced a former consultant with experience driving AI efforts at a top-tier technology company. This expert had previously coauthored AI thought leadership content, making the individual a good fit to lead the effort.

The expert partnered with the consulting firm's team to build the strategies to support their research, including designing an interview guide and survey questionnaire.

OUTCOME

By partnering with GLG, the consulting team conducted five expert calls and ran a survey of 250 professionals in the space. The expert used this resulting research to write a branded whitepaper, which the client published.

FEATURED PRODUCTS



GLG Integrated Insights



GLG Calls



GLG Surveys

[Learn more](#)

A client team partnered with an expert to create a whitepaper on AI. The expert designed the framework for the client to conduct supporting research and provided them with a manuscript to publish.

Why GLG?

Project Breadth

One project partnering with an expert.
Five calls with AI experts.
One survey of 250 professionals.

Free Up Bandwidth

The client team lacked the bandwidth to conduct research and create content in-house, so they partnered with a GLG expert to lighten the load.

Extension of the Team

The expert designed the interview guide and survey questionnaire to support the client team's research and collaborated with them on their whitepaper.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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