

# Effective Thought Leadership Helps Drive Client Quality Scores

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Thought leadership should raise the perceptions of the organization in the minds of key decision makers and influencers, educate readers about a topic germane to their organization and raise awareness of the asset manager's capabilities.

According to our research with more than 1,200 U.S. institutional investors, asset managers perceived to be thought leaders - including J.P. Morgan Asset Management, PIMCO, NISA Investment Advisors, Wellington Management, and AJO - also receive higher quality scores from their clients.

## KEYS TO AN EFFECTIVE THOUGHT LEADERSHIP STRATEGY



## Bottom Line

Managers who are perceived to be thought leaders will:

- Raise the firm's top of mind awareness
- Obtain coveted meetings with investors and consultants more easily
- Gain valuable mindshare with key decision makers

Email [Davis Walmsley](mailto:Davis.Walmsley@greenwich.com) to learn more.

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