

What is White Space?

Our White Space subscription service provides clients with unique insights and proprietary data on professional services thought leadership. As a marketing leader or thought leadership practitioner, White Space will help you:

- Understand how your firm's thought leadership performs against competitors
- Find out who clients go to for thought leadership and why
- Gain insight into the latest practices and innovations from the leading publishers
- Explore featured thought leadership from the market
- Be part of the discussion with like-minded professionals and practitioners
- Have some of your key publications reviewed by the Source team using our proprietary methodology



The subscription includes the industry-leading benchmarking report, the *Quality Ratings Report (QRR)*, which rates, ranks, and analyses the outputs from the major publishers of thought leadership in the world. In 2024, we will also introduce a new Client Perceptions report on thought leadership, analysing the views and preferences of 4,000 buyers of consulting services. Also new in 2024 is a report on innovation, exploring industry best practices and the latest trends and developments in professional services thought leadership.

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Quality Ratings of Thought Leadership for the Second Half of 2022

White Space | Quality Ratings of Thought Leadership for the Second Half of 2022

Accenture

Rank: 1 (Unchanged)

Overall average score: 11.50 (Up from 11.04 last time)

Differentiation

Accenture is successful in introducing new ideas, fresh thinking, and emerging concepts in often busy market spaces. Take [Electric Vehicles on the Road](#) which creates distinctiveness by focusing its analysis on Tesla, Norway, and specific parts of the value chain. On occasion, the sharpness of an Accenture piece is compromised by a lack of clarity on who it is for. Positioning pieces for specific audience groups would bring further clarity, without eliminating those outside of the core audience group.

Change: -0.13

Appeal

Accenture's thought leadership has a consistently strong brand treatment, and is at the leading edge of engagement. [The Relativisation Report](#) is a prime example of where great design is augmented by a clear brand voice. Pieces like this make great use of additional assets such as video and data visualisation, while not distracting from the focus of the report. More consistent use of case studies and industry examples would add further richness and appeal.

Change: -0.02

Top scoring report

Scoring: 12.14

Scoring distribution: 95% (This time), 75% (Last time)

Resilience

Accenture consistently invests in strong research to support their thought leadership, which is often multi-dimensional in approach and increasingly innovative. For example, [The Future of Finance](#) included a survey of 25,000 consumers across 22 countries, and used machine learning modelling to augment the analysis. Given this core strength, Accenture could do more to explain the approach taken to research and analysis. Coverage of methodologies is one of the few areas that lacks consistency for Accenture.

Change: +0.08

Prompting action

Accenture is reliably effective in creating actionable thought leadership. Most of the portfolio is disciplined in including meaningful action points and recommendations. This can be more difficult when the focus of the piece is more conceptual than practical, but positive intention in this regard is evident. One area of potential improvement for Accenture is the pathway from thought leadership into the firm's relevant service capabilities. This is often a gap in reports.

Change: +0.22

What next for Accenture?

Accenture clearly demonstrates the benefits of a more centrally driven thought leadership strategy that connects strongly to branding. The use of more standardised elements and templated approaches to drive quality and consistency yields dividends for both the user and the firm. Extending this into a few remaining areas would consolidate Accenture as the benchmark that others should seek to emulate.

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Trends over time

Action being taken on actionability

Figure 5

Thought leadership ratings from 2011 to H2 2022

Things are on the up, with the overall average score in H2 2022 reaching its highest level since 2019. This has been aided by meaningful advances from several of the leading firms, most notably EY, which appears to be implementing a more consistent formula for success. The other top firms, including Accenture, IBM, Capgemini, and Bain all make positive strides and continue on their upward trajectories. The middle of the pack is a little more static, with only KPMG making positive moves in this timeframe.

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Key features:



Understand how your firm performs in our industry-leading benchmark report



Find out who clients go to for thought leadership and why



Gain insight into the latest practices from the leading players



Be part of the discussion with like-minded professionals and practitioners



Have some of your key publications reviewed and rated by the Source team using our proprietary methodology

Want to find out more? Get in touch to discuss how White Space could help your firm.

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Programme schedule for 2024

2024	Reports	More Insights
January	Client Perceptions on Thought Leadership	Featured thought leadership
February		Featured thought leadership
March		Featured thought leadership Quarterly webinar series
April		Featured thought leadership
May		Featured thought leadership
June	The Source Quality Ratings Report (QRR)	Featured thought leadership Quarterly webinar series
July		Featured thought leadership
August		Featured thought leadership
September	The Thought Leadership Innovation Report	Featured thought leadership Quarterly webinar series
October	Hot Topic Report	Featured thought leadership
November		Featured thought leadership
December		Source Thought Leadership Awards (virtual) Featured thought leadership Quarterly webinar series
Price	£28,000	

NEW **Client Perceptions on Thought Leadership**

Annual report based on the views of 4,000 buyers of professional services on the thought leadership from the major firms. Presentation for each subscribing firm.

The Source Quality Ratings Report (QRR)

Continuation of our industry-leading report rating thought leadership from the top professional services firms. Presentation for each subscribing firm.

NEW **The Thought Leadership Innovation Report**

Report on leading-edge practice in thought leadership across different formats and channels.

Hot Topic Report

Briefing paper on a key emerging issue in thought leadership.

NEW **Quarterly webinar series**

Online events discussing Source research reports and featured thought leadership from the market, and profiling the work of leading industry practitioners.

Featured thought leadership

Monthly review of examples of high-quality thought leadership from the market.

NEW **Source Thought Leadership Awards**

Celebrating the best in the professional services sector. This will be a virtual event in 2024.

NEW **Thought leadership reviews**

Subscribers will have five reviews of key pieces of thought leadership, either pre- or post publication. Source reviewers will use the same methodology as used in the QRR process.