

Creating Authentic B2B Thought Leadership: Fit For The Future research programme

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FIT FOR THE FUTURE

Aims to help Vodafone Business position itself as a thought leader in the world of technology



An ongoing programme



Our latest work has been our most successful to date



Matthew Syed
Author & Journalist





Thought leadership plays a role in building trust, proving value, and galvanising potential B2B buyers into action

1. Prompts buyers to rethink their business challenges
2. Brand impact
3. Creates long term impact

Source: WARC and FT Longitude

C2 General

88%

of Business Decision Makers say their respect and admiration for the organisation increased after engaging with thought leadership

41%

of C-Suite Executives said that after seeing a business' thought leadership, they invited the organisation to propose on a project

45%

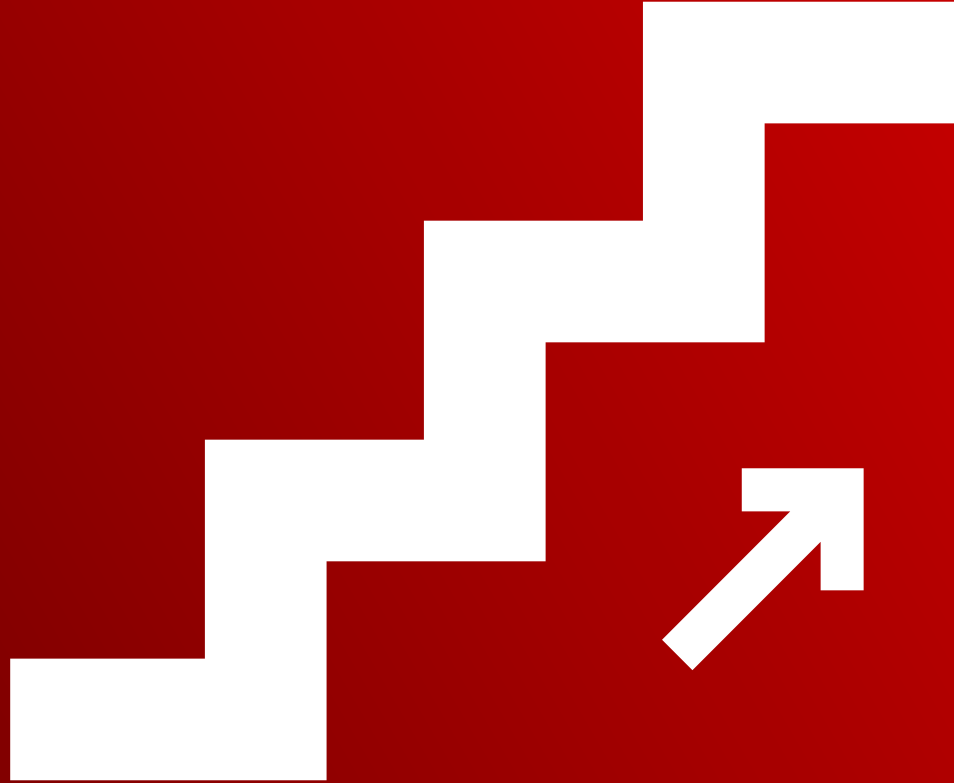
of Business Decision Makers say thought leadership directly led them to decide to give business to a company

Source: Edelman & LinkedIn

Our journey



High-quality external
thought leadership
programme



Internally
facing
‘Trends’
Report

C2 Generation



...built on a number of guiding principles

**First, gain the
confidence of the
organisation**



**Build stories which are
original and credible**



**Underpin with robust
primary research**



**Engage with credible &
relevant partners**



High impact delivery



It all began in
2016/2017
with the
first...

Global Trends Report

Global Trends – what, why and how to use them

25 October 2016

There are three global trends; these are driving rapid and profound change for our customers



**Confidence of the
organisation**



Getting ready for the future
3 key trends that will change your business

Vodafone helps businesses to empower their workforce

Connect your people

The best fixed and mobile connectivity experience

Secure products and services

Be more agile

Cloud solutions

Collaboration solutions

Get closer to customers

High quality customer interactions through contact centre portfolio

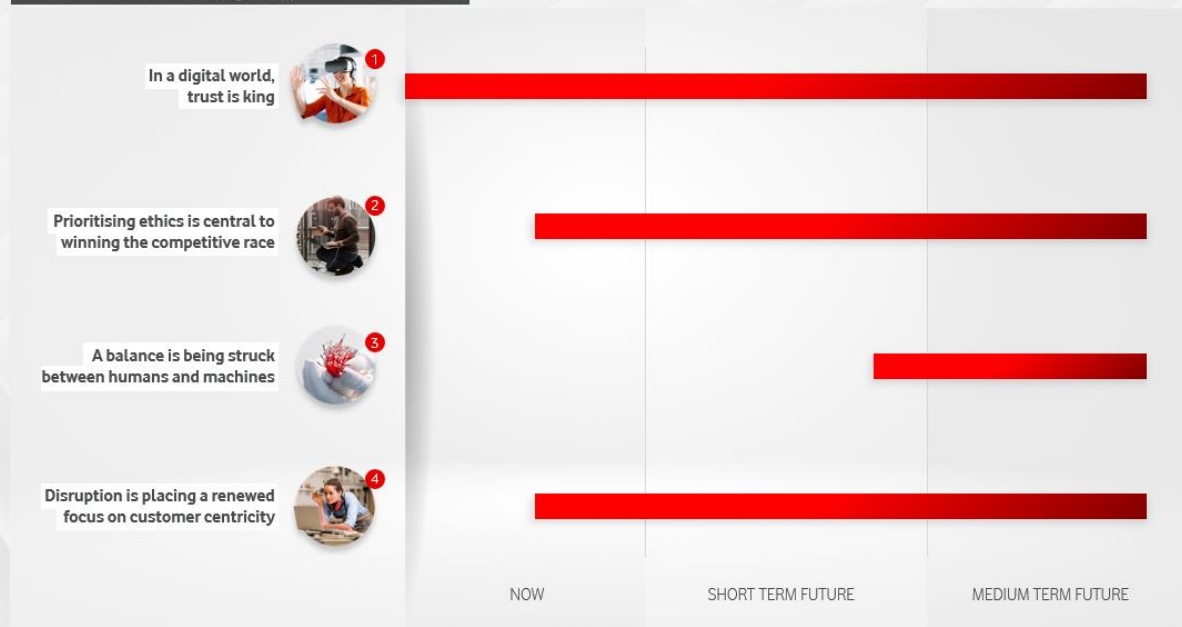


Before in
2018/19
evolving into
the...

Global Trends Barometer

Vodafone Trends Barometer 2019

The impact of each trend will be felt at different times but businesses should consider all now to take advantage of opportunities and avoid risk.



**Confidence of the
organisation**
Robust primary research



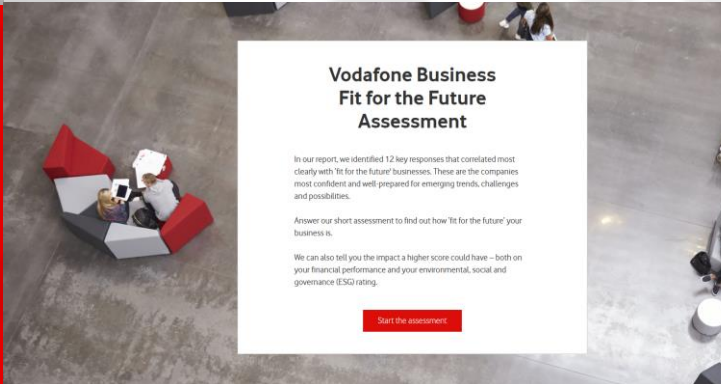
Seismic shift in 2019/20, with creation of the...

Future Ready Programme



The COVID-19 crisis is forcing businesses to adapt to survive. And 'future ready' businesses are proving they were better prepared.

At the start of 2020, no business could have predicted we'd experience a global pandemic, unprecedented lockdowns and huge economic upheaval. This is undeniably having an enormous effect on millions of companies worldwide.



**Confidence of the
organisation
Robust primary research**



Original & credible stories



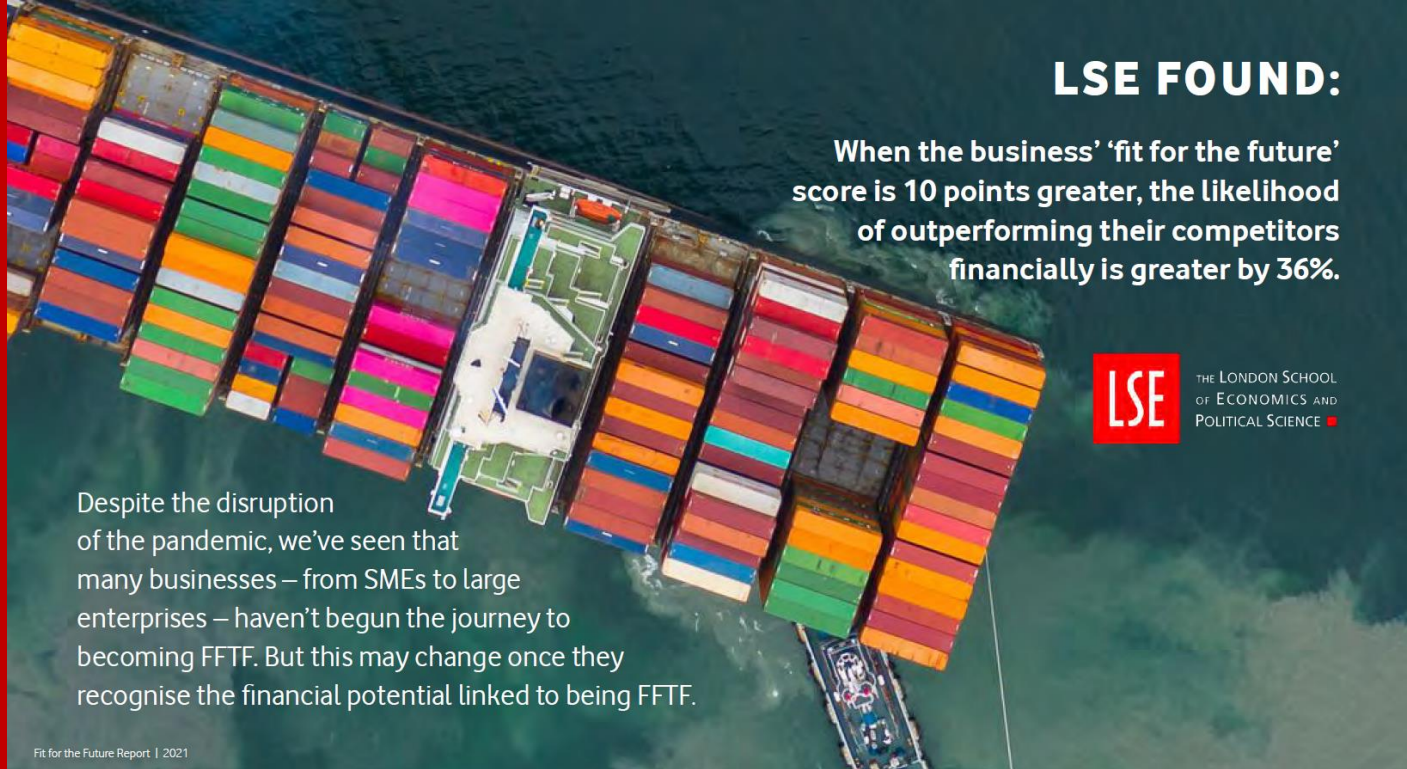
High impact delivery



Validated by
academic
experts in
2021/22 and
rebranded...

Fit For The Future

C2 General



LSE FOUND:

When the business' 'fit for the future' score is 10 points greater, the likelihood of outperforming their competitors financially is greater by 36%.



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

Despite the disruption of the pandemic, we've seen that many businesses – from SMEs to large enterprises – haven't begun the journey to becoming FFTF. But this may change once they recognise the financial potential linked to being FFTF.

Fit for the Future Report | 2021



**Confidence of the
organisation**
Robust primary research



Original & credible stories



High impact delivery



Credible partnership





Further
partners
embedded in
2022/23...

Fit For The
Future

EXTERNAL REPORT

Fit for a Secure Future

Why cyber security is about
more than staying safe.

July 2023

OMDIA

 **vodafone**
business



**Confidence of the
organisation**
Robust primary research



Original & credible stories



High impact delivery



Credible partnership



Partners &
authors
expanded in
2024/25...

Fit For The
Future

SHRINKING THE TRUST GAP

How your business can bring customers
closer than ever before.



**Confidence of the
organisation**
Robust primary research



Original & credible stories



High impact delivery



Credible partnership



...a reminder of the guiding principles

First, gain the confidence of the organisation



Build stories which are original and credible



Underpin with robust primary research



Engage with credible & relevant partners



High impact delivery



What next?







vodafone
business

Together we can