

# GLOSSARY



## Becoming a Thought Leader

With Denise Brosseau

Use these terms and definitions below to understand concepts taught in the course.

**Transcript Search:** note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
<b>avatar</b>	A representation of the exact person or type of person that you want to influence when you speak to your audience
<b>champions</b>	People who are willing to put their reputation on the line for you and your efforts
<b>community</b>	People who are like yourself and committed to the same cause
<b>niche</b>	An arena where you are committed to bring about change
<b>thought leader</b>	A change agent, or a person trying to change the world around an issue or cause that they care about
<b>thought leadership intersection point</b>	The point where a person's expertise, credentials, and commitment come together
<b>tribe</b>	People who we are working or standing for; those who we may have once shared characteristics with and are now working on behalf of
<b>"What If?" Future</b>	A single, simple, engaging description of the future that you want to see