

# B2B Thought Leadership Survey Template

All questions are optional. Follow each question's directions.  
Write your answers to the open questions in the space provided.

Think about the report or article named above. Share your own reaction without including confidential information about your employer or clients. Every question is optional.

## 1. How much of this content did you review?

- ☐ All of it
- ☐ Most of it
- ☐ Some of it
- ☐ Only the summary
- ☐ I have not reviewed it

## 2. How relevant is its topic to your current work?

- ☐ Not at all relevant
- ☐ Slightly relevant
- ☐ Moderately relevant
- ☐ Very relevant
- ☐ Extremely relevant
- ☐ Not applicable

## 3. How clear is the main argument?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ Not applicable

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## 4. How easy is it to identify the evidence behind its claims?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Very easy
- ☐ I did not look for evidence
- ☐ Not applicable

## 5. How much did it add to what you already knew?

- ☐ Nothing new
- ☐ A little
- ☐ A moderate amount
- ☐ A lot
- ☐ A great deal
- ☐ Not sure

## 6. Which best describes its practical usefulness for your work?

- ☐ I have used an idea from it
- ☐ I see a possible use but have not tried it
- ☐ I would need more detail to use it
- ☐ I do not see a use for my work
- ☐ Too early to tell
- ☐ Not applicable

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**7. What example, evidence, or explanation would make this content more useful?**

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