



Executive Thought Leadership Workflow Agent

An Executive Content Orchestration workflow in Opal + CMP

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Summary

The Executive Thought Leadership Workflow helps B2B executives create differentiated, high-signal LinkedIn content without “AI slop” or “AI clog.” Instead of generating content at scale, it operationalizes a disciplined strategy, applies guardrails, and produces publish-ready posts that are saved into Optimizely CMP for review and scheduling.

This is an Opal-first workflow designed to speed up content operations and improve quality, clarity, and consistency across the content lifecycle.

Who it is for

- B2B executives and senior leaders building authority (CMO, VP Marketing, VP Digital, Head of Growth, CX and Digital leaders)
- Marketing Operations and Content teams supporting executives with limited time and high quality requirements
- Enterprise and mid-market teams that need governance, consistency, and workflow automation across content creation and approvals



What problem it solves

The current reality

- Executives lack time to write consistently.
- Teams are overwhelmed by fragmented workflows, manual handoffs, and slow approvals.
- Generative AI tools can create noise, not signal, producing content that feels generic or risky.

What this solves

- Creates a reusable executive strategy foundation (PDF).
- Converts that strategy plus a specific brief into publish-ready posts that feel human, specific, and credible.
- Applies guardrails to reduce brand risk, hype, and ungrounded claims.
- Saves outputs into CMP so teams can review, iterate, and schedule within the operating system they already use.



Workflow stages

Stage 1: Executive Strategy Builder

An intake agent that asks the executive a structured series of questions, one at a time (role and positioning, target audience, outcomes, pillars, tone, and guardrails). It outputs an Executive Content Strategy PDF that becomes the reusable foundation for future posts.

Output

Executive Content Strategy PDF: “LinkedIn Strategy for <executive_name>”

Stage 2: Executive Post Writer

A single “create the post” agent the user runs once they have their Strategy PDF. It generates a publish-ready LinkedIn post aligned to the strategy, applies guardrails, and saves the output into CMP for review and scheduling.

Output

Below are the steps that take place in the agent workflow.

1) Strategy + Brief Intake

Extracts and normalizes key strategy details from the Strategy PDF and combines them with the user’s request (topic, CTA, constraints) to create a structured starting point for the workflow.



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2) Backlog and Hooks

Generates post angles and multiple hook options aligned to the executive's strategy and the request brief. Hooks aim to stop the scroll and stay credible.

3) Drafting

Extracts and normalizes key strategy details from the Strategy PDF and combines them with the user's request (topic, CTA, constraints) to create a structured starting point for the workflow.

4) QA Gate

Reviews and optionally revises for:

- Claim safety and anti-hype tone
- No fabricated metrics or guarantees
- No confidential details or client naming
- Stronger specificity and readability

5) CMP Saver + Completion

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Example Use Cases

Weekly executive post creation

- Input: Strategy PDF + topic + CTA keyword
- Output: publish-ready post saved to CMP for review

Campaign-aligned thought leadership

- Input: Strategy PDF + campaign theme + constraints (required mentions, example required)
- Output: post drafts aligned to a specific CMP campaign workflow

Operating model and governance narrative

- Input: Strategy PDF + a point of view (for example anti-slop, AI governance, content operations)
- Output: credible, executive-facing content that avoids hype and drives meaningful engagement
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We're treating the lightning strike as a story arc: problem → POV → solution → action.
This can unfold across a single page or multiple pathways.

Desired outcome

A lean and clear content structure with scalable UX patterns that inform both Web 2.0 and 3.0.



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