



LEADERSHIP INSIGHT SUBMISSION GUIDELINES

Leadership Insights are published by the Centre for Army Leadership. Authors can be serving, former military or civilians. Submissions from junior leaders and soldiers are particularly welcomed. Some of our most popular articles have been from JNCOs. We are keen to support aspiring authors who have never published their own research before.

We accept submissions of completed articles. We are also happy to discuss preliminary ideas and proposals. If you have an idea and are unsure if we would be interested in publishing it, please email us.

Submissions and enquiries about Leadership Insights should be sent to Army-CentreForArmyLeadership@mod.gov.uk.

Aim

The Leadership Insights have the following aims:

1. To provide readers with a practical or theoretical insight into an aspect of leadership or management that will improve the reader's own leadership style.
2. To provide a training resource that readers can use to spread a particular practical or theoretical insight in their unit or team.
3. To provoke discussions and debates around leadership and related subjects.

General Submission Guidelines

Please note that all articles undergo a review process. This means that the CAL team will read and comment on the first draft of each paper and may return the draft to the author with comments and advice. Most authors are asked to resubmit after having made the required changes. The review process is essential to ensure the quality of all the material we publish. It is also a way for us to support our authors and to ensure that they achieve their best results.

When writing your article, please follow the guidelines below. It will help to reduce the amount of time you may have to spend on editing or rewriting your work.

Structure and length

Leadership Insights are published on 4 pages of A4, including questions and links to resources. This normally equates to under 1,300 words, not including the questions and resources. Submissions longer than 1,300 words will only be accepted in exceptional circumstances.

Leadership Insights are structured in three parts:

1. The article: The main body of the publication.
2. The questions: A series of 3-6 questions that allow readers to consider the arguments in the article.
4. Further resources: Links to publicly available articles, videos and podcasts that allow readers to explore the topic in greater depth.

Publishing Timetable

Once we receive the first draft, we will start the peer-review process. This may take up to 3 weeks. We will send the author our comments and a timeline to re-submit the draft. The timeline will depend on the nature of the changes that are required.

We receive numerous submissions. We aim to publish them on our website at regular intervals. The final article may be held in a queue until a publication date becomes available. We will aim to give you an approximate publication date once the article is in its finished format.

Writing Guidelines

We offer prospective authors the following guidance for writing an Insight. Following these ten guidelines will increase the likelihood of your work being accepted and reduce time spent in editing.

1. Offer resource or insight. Readers look for two things – resources to use or insights into leadership. Your article needs to provide at least one of these. Even better if it provides both. Ask the questions: What insight am I providing? What resources am I sharing?

2. Draw on your special knowledge. What do you know that very few others know? Perhaps you learnt something on your last posting, a recent op tour or during your own research? Sometimes you read a book that links to something you know, saw or learnt during your career. Your experiences are unique, but the lessons from your experience are widely applicable to others.

3. Bring yourself into the story. Do not be afraid to use a story about your own experiences. It makes your opinion credible. If your story is especially relevant to the Insight, then put it in up front in the article.

4. Decide on your structure. Get a blank sheet of paper and write down, in big headings, the themes you want to write about. Then check if any of the themes could be merged. Once you have reached the point where they cannot be merged then you have got the building blocks for your article. Then think about their order. Make the article flow in a logical way. Once you have the headings in an order, you have got your structure.

5. Don't give a lazy reader the chance to stop reading: Hook, Engage, Act. The hook is important. The hook may be current news, or it may be a provocative question or a gripping anecdote. It could also be a controversial statement.

6. Once hooked, engage. As soon as you finish the hook, explain or summarise your article in two or three lines. This is important. The readers are hooked, but why stay for the rest? Engage them by making sure they know where they are going.

7. Use headings. You have a clear structure so use headings to help the reader. They are like signposts that help the reader navigate the article.

8. Make the reader want to act. At the end of the article, you need to recommend action or at least provide a usable idea for how things could be done better. What is the point of all this? What is the one take-away idea I want my reader to retain? The reader of a Leadership Insight needs to be able to 'take it to the bank'.

9. When you have finished your draft: read, read it again and then one more time. Check for reading difficulty, spelling mistakes, and the correct use of words.

10. Share your work before submission. Ask your friends and colleagues to read your draft and to provide feedback.

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The editor retains the right to alter the final submissions, with the author's permission, to improve their readability and structure. We find authors appreciate the editor's input to the article. Leadership Insights will not be published until the author has approved the final text.

If you are a serving member of the Army the Centre for Army Leadership will provide you the required authorisation to publish your work in public in line with DIN 03-029.

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