



LEADERSHIP INSIGHT SUBMISSION GUIDELINES

Leadership Insights are published monthly by the Centre for Army Leadership. Authors can be serving, former military or civilians. Submissions are particularly welcomed from junior leaders and soldiers; some of our most popular articles have been from JNCOs.

We accept submissions of completed articles and of ideas or proposals. If you have an idea and are unsure if we would be interested in publishing it, please email us. If your article requires some editorial work then in most cases and where resources allow, we will be happy to give you advice in rewriting it. We are particularly keen to help soldiers and those for whom this is their first piece of publishing.

Submissions and enquiries about Leadership Insights should be sent to Army-CentreForArmyLeadership@mod.gov.uk. Please allow a 10 working days for a response.

General Submission Guidelines

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

Theme

The Centre has a theme for each year and aims to publish Leadership Insights 'on-theme'. However, it always accepts articles 'off-theme'.

The theme for 2018/19 is *Leading Through Change*.

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 leadership.
2. To provide a training resource that readers can use to spread the practical or theoretical insight in their unit or team.
3. To provoke discussions and debates around leadership and related subjects

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 over 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 3-8 questions that allow readers to consider the arguments in the article.
3. The further resources. Links to publicly available articles, videos and audio that allow readers to explore the topic more deeply.

We encourage authors to write the questions and provide links to further resources. However, we are happy to write the questions and find the resources if authors wish us to.

Publishing Timetable

The Centre publishes Leadership Insights monthly. Therefore a submission may be held in a queue until a publication date becomes available. We will aim to give to an approximate publication date once the article is in its finished format.

Writing Guidelines

We offer potential authors the following guidance for writing an article. 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. If you are writing about your experience do not be afraid to use a story about your experiences. It makes your opinion credible. If your story is especially relevant to the insight or resource 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 together. If so, merge them and go again. Once you've reached the point where they cannot be merged then you've got your blocks for the article. Then think about the order. Make the article flow in an obvious way. Once you have the headings in an order, you've 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. It could also be a controversial statement. Best of all, it could be an interesting anecdote or story from your own experience: the story that explains the insight or the resource.
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. This is the difference between a story and a usable insight. The reader of a Leadership Insight needs to be able to 'take it to the bank'. If they can act more effectively as a leader because of what you write then you have been effective.
9. Check for reading difficulty. If you want your article to be readable, [check it online for readability](#).

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

Responses to Publications

The Centre seeks written responses to its Leadership Insights. If you have written a response to a published Leadership Insight these will be published in a separate location on our website. The submission guidelines for writing a response are identical to those for Leadership Insights.

Copyright and Permissions

The editor retains the right to alter 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](#).

On publication, Leadership Insights will become © Crown Copyright.

Examples

You can find our Leadership Insights at www.army.mod.uk/leadershipinsights or by following this QR code.

