

Advice to Authors: **Thought Leadership**



Thought Leadership is a key part of our strategy to “develop and disseminate new ideas” to create a ‘better’ Midlands for all of the region’s stakeholders, across a broad range of social and economic challenges.

We are delighted that you interested in writing a piece for the Centre for the New Midlands and hope that you find the below principles of use. We hope that you are able to follow the guidance below to ensure not only a consistent approach to our publications but to hopefully help you to shape your work.

Principles:

- Thought Leadership pieces are an opportunity for people with vast experience and in most cases, significant influence, to **share their opinions and ideas with a broad audience**
- We want your articles to tackle important topics of the day – they **must be timely and thought provoking**
- Don’t be afraid to be controversial – but not for controversy’s sake. A ‘middle of the road’ article can be found anywhere so **don’t be afraid to go against popular opinion** as long as you can justify your stance
- When you write, know what you want to say and make your case in a critical, structured and persuasive way. **Imagine your opinion is on trial** - your argument must get the jury on your side
- Always keep the audience in mind and **do not assume that they have as much prior knowledge of your subject area as you do**. Our key audiences are policymakers; the media; industry leaders; the voluntary sector and the Higher Education community
- Metaphors can be a useful way of simplifying complex ideas but **try testing them out first with friends or colleagues to ensure they are understood**
- Try to keep your tone consistent and **allow your own voice to come through in the prose**
- Referring to the organisation you represent is perfectly understandable, but **please DO NOT just see this article as as free advertising!**
- Avoid elaborate formatting as **we will put your text into our templates** – please avoid imagery unless essential
- **Maximum of 1,200 words** – but do not feel obliged to write to this limit. The content is key
- **Speak in Plain English** and avoid acronyms/jargon wherever possible
- **Try to include some ‘little-known’** or wholly new facts to stimulate debate and grab the readers’ attention
- **We would encourage you to read these two articles for a further steer on what we deem to be ‘best practice** – [Glenn Harris MBE](#) and [Paul Adams](#)
- We are all about building a ‘better’ future, so remember that **constructive criticism works alongside proposals to find better ways of doing things**
- **Help us celebrate and share your work** – we can only do so much to share your efforts with the world – please do consider how you will also share your work through your organisation or your personal network. There’s nothing worse than an excellent article being written and filed in a dusty cabinet!

Thank you for your support and we look forward to sharing your ideas.

Chris Smith, Managing Director

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