

Advice to Authors: Thought Leadership



Thought Leadership is a key part of our strategy to “develop and share 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 are 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 articles 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.



Our Publication Dates – 2023

We hope that you are still keen to write a piece for us and please find detailed below our planned publication dates for our monthly News and Views.

If you have an idea that you wish to share with the region, then please contact Chris Smith [via email](#) with an indication of when you wish to submit your article for publication.

We will require a high-res picture of you, as well as a few paragraphs outlining your career to date.

We look forward to hearing from you.

Edition	Deadline for copy	Publication date
March 2023	Thursday 2nd March 2023	Monday 6th March 2023
April 2023	Thursday 30th March 2023	Monday 3rd April 2023
May 2023	Thursday 27th April 2023	Tuesday 2nd May 2023
June 2023	Thursday 1st June 2023	Monday 5th June 2023
July 2023	Thursday 29th June 2023	Monday 3rd July 2023
August 2023	Thursday 3rd August 2023	Monday 7th August 2023
September 2023	Thursday 31st August 2023	Monday 4th September 2023
October 2023	Thursday 28th September 2023	Monday 2nd October 2023
November 2023	Thursday 2nd November 2023	Monday 6th November 2023
December 2023	Thursday 30th November 2023	Monday 4th December 2023