

Leadership Circle Blog Guidelines

Join the conversation by sharing your coaching experiences in our blog, The Leadership Journal. This is an opportunity to amplify your influence in the leadership development industry by reaching a wide audience, gaining credibility, and increasing your opportunities by sharing your ideas and content. Our blog has the potential to reach more than 100,000 individuals, worldwide, including practitioners and everyday leaders.

We look forward to reading and potentially sharing your contributions with our global community of practitioners and business industry leaders.

Leadership Journal Submission Process

1. Draft your article and submit marketing@leadershipcircle.com. If your article is approved by our team, we will be in touch to schedule a publishing date.
2. Once we review and edit your article, we will send it back to you for final approval prior to publication.
3. Once the post is live, share it with your network via social media and email - we will do the same!
4. Ultimately, Leadership Circle holds the right for final editorial control. We are happy to work with you to refine ideas or suggest inclusions.

****Leadership Circle reserves the right to not publish your article if it does not align with our company values****

TIPS FOR SUCCESS

DO:

- Use active voice
- Define your target audience
- Be concise, specific, consistent
- Have a clear angle, opinion, or point of view
- Use positive language
- Illustrate points with stories and examples
- Steer clear of overly political contexts
- You can include a short bio and any relevant links

DO NOT:

- Excessively use acronyms or jargon
- Assume your reader knows what you know
- Be overly formal
- Alienate those outside the TLC Community
- Sell to the reader
- Be controversial

Structure Suggestions

Longform Article (1000-1200 words)

- A 'typical' blog article, the most formal structure. Appropriate for case studies, success stories, coaching or leadership methods, LCP deep-dives, etc.

Listicle (5-10 one-sentence items, external links are welcome)

- An informal list that showcases a number of 'quick hit' points or examples.

Topic Suggestions

- Leadership development and TLC: LCP 360 benefits/use cases, coaching best practices, narratives/success stories, the Universal Model and the Reactive/Creative framework, effective leadership, deep dives on Creative/Reactive dimensions, etc.
- The growing field of leadership development from research, relevant news, vision for future leadership, the next generation of leadership, work-life balance, grassroots leadership, and more.

Reference Suggestions

- Mastering Leadership, Bill Adams and Bob Anderson.
- Scaling Leadership, Bill Adams and Bob Anderson
- www.theleadershipcircle.com (Whitepapers, Case Studies, Research Papers)
- Keynotes by Bob Anderson, Bill Adams, and other partners, available on YouTube @theleadershipcircle
- Related viewpoints from other adult development authors (Kegan, Torbert, Silsbee, Garvey Berger etc.)
- Relevant articles, research, and or published books that impact leadership effectiveness.

Other relevant content:

- Customer testimonials, expert quotes, industry research or data, the opinions of influencers in your industry

Please do not hesitate to contact the Marketing Team at Marketing@leadershipcircle.com with any questions, ideas, content, or help in editing. We also invite you to visit the [Leadership Circle Blog](#) to see the style of writing, topics, and language we encourage.

Thank you and we look forward to hearing from you.

Leadership Circle