

Thank you for being an author and content creator for the [Journal of Digital Transformation!](#) This guide is designed to give you information about our audience, our “brand voice” and specific requirements for the various types of content that we will publish.

Targeted Topics

When you are preparing your content, it should fall into one or **more** of the following categories:

Analysis

There are many new technologies and trends being introduced on a rapid pace. This topic explores the impact upon business. What does business need to know, what is changing and most importantly, how do they need to adapt.

Culture

The Digital Enterprise is a very different type of organization, one that is fueled by constant innovation and succeed based on the creativity and agility of their teams. This requires new structures, new ways of operating and a different type of culture. A culture that balances the need for speed, agility, and innovation with the demands of an always-on, always-at-risk and always-changing environment.

Leadership

In the Digital Era, leadership is critical. But the type of leadership that was required in the past will no longer be sufficient. Digital Leaders will need to master a new set of leadership skills. This topic explores what skills are required in the Digital Era.

Readiness

For years, analysts have been 80% of transformation efforts fail. A 2016 McKinsey study identified one-third of the barriers to be “*Cultural and behavioral challenges*”. In short, organizations were not **READY** to transform. Our Chief Scientist, Dr. Frank Granito, has created a Digital Enterprise Readiness Framework to analytically measure if organizations are **READY** to transform. Help us expand this body of knowledge.

Technology

All organizations are being transformed by a set of technologies that are upending existing structures and operational paradigms. The impact of these transformative technologies must be understood, and Digital Leaders must understand how to best leverage them to compete, succeed and thrive in the Digital Era.

Our Brand Message & Voice

When a member or visitor reads or consumes a piece of content produced by the Institute, a certain persona and attitude will be conveyed.

The Institute is exuberant, hopeful and incredibly smart. We are ceaselessly excited about the evolving future and how the application of new technologies is making our companies, our institutions and our societies a better place to work and live. We can see that the fundamental

way that everything works is changing and that it represents a great opportunity for anyone who seizes this moment – and we're not afraid to tell everyone about it!

But we are also aware that this change is tumultuous and inherently resist change when they don't understand the reason for it. For many, it will require fundamental shifts in how they work, how they live and how they identify themselves. We know that this transformation means that there will be fundamental shifts in the very fabric of life – how companies are structured, which companies still exist, the types of jobs that are available and what will be required to succeed.

And for everyone, it will require hard work to transform ourselves and our organizations. So while we are hopeful and excited, we also are serious about helping everyone understand what is happening and giving them practical, real-world guidance about what they can and must be doing to survive the transition and thrive in the Digital Era.

Content Platforms & Formats

All content produced by The Institute, its Fellows and Guest Authors will be distributed on The Institute website and then promoted using social channels, syndication and email distribution. Content will be posted in one of the following channels:

Journal of Digital Transformation

Journal of Digital Transformation is the Institute's publicly available "journal", published in an on-going, real-time format (an email summary is sent to members weekly). The Journal content is focused on trends, news, current insights and thought-provoking editorials/opinion pieces.

Journal of Digital Transformation – Member Only Content

Content will only be available to Institute Members. Membership content is focused on prescriptive and practical guidance within our topical areas. It includes in-depth analysis pieces, prescriptive "how to" guides, white papers, eBooks, in-depth research summaries or analysis and other substantive pieces of educational content.

Content may be produced in any of the following formats:

Quick Hitter (Journal)

250 – 500 words to introduce breaking news, research, or a cool visual component like an infographic or short video. These pieces should either be quick announcements, editorials or be used to promote more in-depth pieces in the Member Portal.

Editorial/Opinion (Journal)

400 – 800 words with no sources. These pieces should present the opinion of the author/Fellow.

Basic Reported Story (Journal or Member Portal)

400 – 800 words with between one and three sources. These pieces should be addressing industry trends and rely on background and quotes from the sources.

Web-Sourced In-Depth (Journal or Member Portal)

500 – 1,500 words based on web sources; includes a more complex level of analysis.

Longform Feature Story (Member Portal)

1,000 – 2,500 words with a compelling narrative focus and multiple primary sources.

Infographic/Illustration/Comic (Journal or Membership)

Graphic visual representation of information, data, knowledge or concepts that communicates key industry topics either directly or via satire.

References and Citations

Although not required, you are encouraged to reference studies and expert opinions that support the theme of your article. **References or links to commercial sites promoting products or services are not allowed.**

Author BIO

Every article **must** include an Author BIO, approximately 4-10 sentences. Although not required, you may also include a photo, email, or social media links.

Content Creation Process

As an author, you should utilize the following process to create content for The Institute:

- Step 1: Submit your content in MS Word. Any images, charts, photos, etc. **MUST** also be sent as a separate file. Attached the **Guest Author Content Permission & Release Form**, Bio and optional photo to your submission.
- Step 2: Once we have received your submission, it will be reviewed by our editorial team for quality and relevancy.
- Step 3: If your content is accepted, you will receive an edited version of your content back for your review prior to publishing.
- Step 4: Upon your acceptance, The Institute will schedule it for publication.
- Step 5: Upon publication, you will be notified of its published URL.
- Step 6: The Institute will also promote your article in our weekly **Journal of Digital Transformation** and on all our social Media accounts.

Advice and Tips

Here are some of the things we look for in an article:

- What is the theme of the article?
- Does this theme weave its way throughout the article?
- What are the key data points that the reader needs to know?
- What references are provided?
- What conclusion/summary did you make from the information provided?
- What is the message do you want the reader to walk away with?

Audience Constituencies

We serve three inter-related, but distinct audiences:

- Individual Digital Leaders
- Enterprise Business & IT Executives and Sr. Management Staff
- Technology B2B Provider Executives

Individual Digital Leaders

Definition & Level of Understanding:

Non-executive IT and business managers, aspiring managers and self-identifying “leaders” who want to play a role in shaping the future of business and IT organizations as they become “Digital Enterprises”.

Audience is primarily practitioners who have spent their career focused on the tactical duties of their role and have limited knowledge, understanding and skills related to management theory, leadership, strategic planning, design thinking and related topics that are important to their career going forward – particularly in the context of the changing landscape and shift toward the “Digital Enterprise”. Some will be more versed in these concepts but will have limited experience applying them in practice.

Demographics (Age, Gender, Educational Background, etc.):

- Early to mid-career (ages 25 – 55)

Content Needs & Desires:

- Seeks thought provoking information about the future of business and the future of the IT industry
- Seeks practical information that will help them develop their personal career roadmap in the context of the changing future
- Desires step-by-step advice and guidance on the development of specific and marketable leadership and management skills necessary to progress their career

Our Value/Market Gap/Differentiation Opportunity:

- Thought provoking editorials and research on the “Digital Future” in the context of the enterprise organizations where they work
- Education, guides and templates to help them create actionable career roadmaps as well as editorials and research to help them identify their personal pathway to the future
- Education, guides and templates to help them develop marketable leadership and management skills specific to the needs of the “digital enterprise”.

Enterprise Business & IT Executives and Sr. Management Staff

Definition & Level of Understanding:

Business and IT executives and senior management staff (generally CxO, Vice President and Director Level) at enterprise organizations who recognize that they must address the “talent gap” and prepare their organizations for a period of continual change in order to transform their organizations into “Digital Enterprises.”

Our audience will be well aware of the challenges and needs around the talent gap and the need for a transformational culture – we do not need to prove to them the need. They will be knowledgeable about the need for leadership and management skills, as well as have a solid understanding of Organizational Change Management theory but will lack expertise in talent development or the execution of organizational change activities in practice.

Demographics (Age, Gender, Educational Background, etc.):

- Established Mid- to Late-Career (40's to late 50's)
- Will have spent majority of their career in Enterprise Organizations
- Will generally be highly educated with advanced degrees

Content Needs & Desires:

- Seeks information on how to efficiently develop and transform their organizational capabilities (workforce skillsets) to support the transformation to a “Digital Enterprise”
- Seeks information and data that enables them to compare their progress in transforming into a “Digital Enterprise” compared to their peers
- Seeks information on how to create greater organizational agility and adaptability to support a state of “continual transformation”
- Seeks information on how to leverage new capabilities and an agile/adaptable organization to generate greater value and strategic relevance from their IT investments (capital and human resources)

Our Value/Market Gap/Differentiation Opportunity:

- Information on the organizational capabilities required to transform their organization into a “Digital Enterprise”
- Education and resources to help them identify capability gaps within their workforce and how to close those gaps to develop the necessary organizational capabilities
- Quantitative and qualitative research that enables them to compare their transformational progress against their peers
- Education and practical guidance on how to create rapid and meaningful organizational change and cultural transformation to improve organizational agility and adaptability
- Education, resources and tools to help them map capabilities and cultural improvements to quantifiable business performance improvement

Technology B2B Provider Executives

Definition & Level of Understanding:

B2B executives and managers working for Technology Providers serving Enterprise Organizations and who seek to position their organization as “progressive” and relevant to the “Digital Enterprise”.

Our audience will need little education about the industry’s direction and future, however they are looking for timely and relevant information related to how enterprise organizations are reacting to the evolving future, the opportunities being created through the disruption and the messaging, product and go-to-market strategies that are effective and differentiating them from their competition.

Demographics (Age, Gender, Educational Background, etc.):

- Mid- to Late-Career (mid-30’s to mid-50’s)
- Spent most of career in High Tech
- Highly educated (MBA typically) with focus on Marketing & Media or Sales

Content Needs & Desires:

- Seeks authoritative information and data on how enterprise organizations are responding to future trends
- Seeks education and guidance on how to position their products and services into the enterprise market to reduce price sensitivity and buyer fatigue

Our Value/Market Gap/Differentiation Opportunity:

- Quantitative and qualitative research describing how organizations are responding to market disruptions and their resulting strategic initiatives and buying priorities
- Education on enterprise customer buying triggers, funding priorities and cross-functional alignments to guide messaging, go-to-market and product/service development activities