

Guidelines for contributing to *The Leading Edge*

Thank you for your interest in contributing to The Leading Edge. Below you'll find guidelines for the submission process.

Please note that no article will be considered unless it is written by a certified coach (ICF or other certification).

Guidelines

1. The article topic must be approved by Jay Forte and/or Kristin Allaben.
2. The length should not exceed 650 words.
3. Include a link to your bio as well as your full title and company affiliation.
4. Properly cite/link to any sources you reference or quote.
5. Submit your headshot with the final article.
6. Sign and date the consent form allowing us to use your content and headshot on our website.

Submission Process

1. Submit your idea and/or finished article to Kristin Allaben at Kristin@thefortefactor.com.
2. Your blog will be reviewed to ensure content is aligned with the theme and purpose of *The Leading Edge*. Any edits will be done in track changes and shared with you for your final review/approval.
3. Once you approve the final content, the blog will be added to the publishing calendar. The date will be discussed with the contributor in advance, especially if the content is created to align to a timely news item.

Topics and Keywords

Topics that would be considered for The Leading Edge are included below. These are also keywords that, though not required, we encourage you to use within your content.

- Awareness
- Mindful / mindfulness
- Leader
- Mentor
- Challenge + workplace
- Staff motivation / employee motivation
- Success + workplace
- Coaching
- Life coaching
- Workplace coaching
- Executive coaching
- Leadership coaching
- Career alignment
- Career change
- Parenting
- Employee + performance
- Employee + engagement
- Forte + factor
- Strengths
- Talents
- Unique abilities
- Passions
- Success + life