



Editorial guidelines for contributor pieces published on CPI website

Why write for CPI?

The Centre for Public Impact has a global audience of public servants, policymakers and leading thinkers on government innovation. We are working together with them to reimagine government so that it works for everyone. We like to provide our audience with inspiring stories of the future of government direct from those changemakers who are pioneering that future. We are keen to hear from policymakers and public servants at every level of government, and especially keen to feature the stories of those who are impacted by government action.

What content works best?

Our readers are time-pressured individuals either working in governments or interested in government innovation. We have an international readership from all corners of the world. We are interested in opinion pieces that address important questions of government action and outcomes written in an open and reader-friendly format. We like content that can be just as easily read on the commute or at home, as well as in the office.

What style do we aim for?

We aim for all opinion pieces written for our site to be:

- around 800 words long
- written in an accessible style that is not too technical and is free of jargon
- full of relevant links, quotes, statistics and licensed photos
- full of anecdotes about real world applications of the theory being discussed, featuring the people best placed to tell that story
- thought-provoking with a strong point of view that may even challenge conventional wisdom
- as visually interesting as possible: let us know if you have any idea for an infographic or other visualisation to accompany your piece
- free from bias: not reinforcing common stereotypes and consciously considering how traditionally marginalised individuals and groups are represented



Here are a few examples of contributor pieces that have worked especially well:

- [What happens when you can't reach the people you support?](#)
- [Inclusive employment in a post-COVID world](#)
- [The Broken Social Contract](#)
- [Five ways to lead in a systems world](#)
- [What governments can do to help immigrants belong](#)

What topics are we most interested in?

We want to showcase any story of what reimagined government looks like in action. These can be at any level of government, in any country - and we are especially interested in hearing directly from frontline service providers themselves. Can you point to how a policy or initiative is exhibiting one of these [principles for a better government](#)?

- **Think systemically, act locally.** Our actions should be informed by an awareness of the system but focused on encouraging local ownership.
- **Share power with those best placed to act.** Devolve decision-making rights to those with the information and agency to make a difference.
- **Challenge unnecessary hierarchy and collaborate across boundaries.** Where possible encourage multi-disciplinary teams working in flat structures.
- **Seek out strengths and build on them.** This helps create a more positive foundation for change.
- **Champion the voices of those who are heard the least.** This helps to promote diversity of thought and create a more inclusive conversation.
- **Optimise for learning rather than control.** The capacity of the system to learn is more important than for someone to be in charge.

How does the process work?

If you have not started drafting yet, please share an outline of your proposed piece with Bridget (bridget@centreforpublicimpact.org). Bridget will be able to provide guidance on whether the argument is likely to work for our audience (and if not, may be able to suggest possible ways to tweak it). If you already have a draft please share it with Bridget who will then provide feedback and ask for revisions (if necessary).

Before publication, we will copy edit your piece, so do not worry too much about missing commas as you are drafting. We will also need a high-resolution portrait photo and short (1-2 sentence) biography from the author(s), your Twitter handle and those of any organisations



referenced in the piece, and any licensed photos you have that help illustrate the events and themes discussed in your piece.

How do we promote it?

We will promote your piece on our social media platforms and weekly newsletter and encourage you and your organisation to do the same. You are also welcome to re-publish the article on your organisation's website after it appears on the CPI website, provided you state clearly that it was originally published on the CPI website and include the link to the original piece.