

CUTTER CONSORTIUM

● ● ● *Access to the Experts*

Cutter Consortium Editorial Guidelines

Audience

Publishing with Cutter Consortium affords the opportunity to present your insights and research to a global audience of corporate executives, top academics, and leaders in the public and NGO/IGO sectors who are highly interested in emerging developments across the spectrum of business and technology. Typical readers range from CxOs and other business leaders to technology executives, program leaders, product managers, engineering managers, and development executives, along with professors from universities worldwide. Most of the executives work in fairly large organizations: *Fortune* 500 organizations, universities, NGOs/IGOs, and government agencies. Industries span finance and banking, education, energy, entertainment, food, healthcare, insurance, travel/transportation, and manufacturing. Nearly half of our readership is outside of the US (15% from Canada, 14% Europe, 5% Australia/NZ, 14% elsewhere).

Deadline

The deadline you agree to when you commit to writing for Cutter Consortium is a “hard” deadline; if you’re going to be late, let us know and we’ll negotiate a mutually agreeable delivery date. If the deadline passes without our having heard from you, we will assume that you are unable to provide the article or report.

Once initial revisions have been approved, the manuscript is considered *final* and ready for copyedit and production. (See tables below for further details on process timeline.)

Beyond the Basics

Introductory-level, tutorial coverage of a topic is not very popular with our readership as they are senior-level people. Delete the introductory “fluff” and get to the meat of the topic. Assume you’re writing for someone who has been in the industry for 10 to 20 years, is very busy, and very impatient. Further assume the reader will be asking, “What’s your point? What do I *do* with this information?” Apply the “so what?” test to everything you write.

Cutter Consortium provides “Access to the Experts” so consider this your opportunity to present readers with not only your expertise but also your unique vantage point on a subject. In today’s 24/7 world of freely available content, Cutter Consortium expects top-notch writing that’s clear, concise, and directly valuable to the needs of our clients.

We enjoy and encourage controversy and strong opinion. Because we don't carry any advertising, we can publish critical or negative comments about specific vendors or products. However, we don't want to publish anything libelous or slanderous. Conversely, we don't publish self-serving commercial messages praising one's own product or service.

Lastly, all articles and reports must meet certain criteria relating to audience, technical content, and presentation. If, upon editorial review, your completed article does not meet with these requirements, Cutter Consortium reserves the right to decline the publishing of your article.

Requirements

Style, Grammar, and Mechanics

Clients liken Cutter Consortium's publications to a "consultancy in print"; this confirms our intention to maintain the author's voice and not edit articles to a vanilla style. However, we are fanatics about editorial quality. For advice on good writing, we recommend *Merriam-Webster's Collegiate Dictionary*, *The Chicago Manual of Style*, and Strunk and White's *The Elements of Style*.

Avoiding Plagiarism

Cutter Consortium strives to bring its readers the best original content, because it's your insights that our clients are eager to read. That said, we know that thought leaders in any field will build on the ideas of others; the important thing is to credit those ideas — and the words in which they are expressed — properly. With all the online content available today, it's easy to fall into the plagiarism trap. Please be aware that any time you cut and paste text, you are at risk of committing plagiarism.

To avoid inadvertently plagiarizing, please be sure to place any text you take verbatim from another source (even Wikipedia) in quotation marks; it is not enough to simply cite the source. Note also that paraphrasing without citation is another form of plagiarism. We strongly encourage you to consult proper guidelines in order to avoid instances of plagiarism, which — however unintentional they may be — are damaging to the reputation of author and publisher alike.

Sourcing Content

When you do draw on the work of other authors and researchers, cite your sources accordingly in the relevant part of the text (using endnote numbers and hyperlinks, depending on Cutter Consortium publication type; see tables below for specific guidelines).

Given that Cutter Consortium has no relationships with vendors, we discourage the use of references, quotes, statistics, and figures from analyst/research firms with vendor ties, as the data may be biased. If you feel information from one of these sources is critical to your article, please bring it to our attention early in the editorial process and we will be happy to discuss the issue.

Keep in mind that if your article uses too many sources, it is often an indicator that your piece summarizes research too heavily and lacks original thought. Remember our readers are interested in *your* insights; above all, *speak in an expert voice*.

Graphics

Please keep your use of graphics to a minimum and **carefully review the tables below for further instructions**. Preferably, create your graphics in MS Office (Word, PowerPoint, Excel) and submit them as a separate editable Office file. If this is not possible, send files as high-res PNG, JPEG, PDF, or Adobe Illustrator CC/EPS. All images owned by another party may only be used with owner's permission. It is the author's responsibility to obtain permission. Copying images off the Internet without permission infringes on copyright and is unacceptable for publication.

Specifications

The tables below list the general requirements per Cutter Consortium publication. If you have any questions, contact Production Manager Linda Dias (dias.linda@cutter.com).

	<i>Amplify (Journal)</i>	<i>Advisor</i>	<i>Executive Update</i>	<i>Executive Report</i>
Word Count	Opening Statement: 1,900-2,000; article: 2,000-3,500	700-1,500	1,500-4,000	6,000-10,000 Note: <i>Executive Reports</i> are published on a limited basis
Additional Components	Graphics (optional), bio(s),* and headshot(s)**	Graphics (optional), bio(s),* and headshot(s)**	Abstract (50-75 words); graphics (optional); bio(s),* and headshot(s)**	Abstract (50-75 words); summary (1,000 words, no graphics); report graphics (optional); bio(s),* and headshot(s)**
Subscriber Delivery Method	PDF, Cutter Consortium website	PDF, Cutter Consortium website, email	PDF, Cutter Consortium website	PDF, Cutter Consortium website
Citations/Additional Comments	Use endnote style for both references (please hyperlink) and additional commentary not directly placed in text; no footnotes.	Hyperlink sources within article and use footnotes for additional commentary; use footnotes sparingly.	Hyperlink sources within article and use footnotes for additional commentary; use footnotes sparingly.	Hyperlink sources within report and use footnotes for additional commentary; use footnotes sparingly.
Bio*	Please include a brief bio (200 words or less) of each author, along with email address of author(s).			
Headshot**	Please include a high-res color headshot (at least 300x300 pixels in size) of each author.			
Graphics	All graphics (figures and tables) must include captions and a reference within the text; for example: "(see Figure 1)" or "Figure 1 illustrates..." Please submit original, editable files (not static images). Note: Cutter Consortium may remove graphics deemed unnecessary. Preferred formats include MS Excel for graphs, MS Word for tables, and MS PowerPoint/MS Word for vector art. Submit all other images as high-res PNG, JPEG, PDF, or AI/EPS. Please be minimalistic in your design: limit colors, shadings, and typefaces. For additional questions, please contact Production Manager Linda Dias (dias.linda@cutter.com).			
Endnote Style (Amplify only)	<p>All references/additional commentary must be noted in relevant part of text (using endnote superscript numbers) and listed in sequential order (i.e., order of appearance, not alphabetical order) at end of article under "References" section. All sources should include basic publishing information (i.e., author(s) name(s), complete title, publisher, date, and hyperlink and/or URL). Sources can be repeated but must be listed as a new endnote. The following are examples of various types of endnotes:</p> <p>¹DeMarco, Tom, and Timothy Lister. Waltzing with Bears: Managing Risk on Software Projects. Dorset House, 2003.</p> <p>²In this survey, "innovation" refers to any new initiatives to introduce innovative, leading-edge, or unconventional software project development methods, processes, tools, or techniques.</p> <p>³Hall, Curt. "AI & Machine Learning in the Enterprise, Part XI: Success of AI Application Development Efforts." Cutter Consortium Data Analytics & Digital Technologies, <i>Executive Update</i>, Vol. 19, No. 3, 2019.</p> <p>⁴DeMarco and Lister (see 1).</p> <p>⁵"Cutter Consortium. Your Community." Cutter Consortium, accessed January 2022.</p>			

Editorial Guidelines

Amplify Additional Specs

Purpose *Amplify* features unique perspectives and the latest thinking from expert academics, thought leaders, and practitioners worldwide on the leadership practices, business strategies, and technologies that help organizations drive innovation and thrive in a competitive, digital world. The Guest Editor (GE) sets the stage for the debate, writing a call for papers and choosing, with input/support from Cutter Consortium, the 5-6 most intriguing abstracts to be developed into articles. The GE writes the Opening Statement to the issue, framing the issue, adding his or her own opinion, and highlighting the value of each article.

Graphics Keep to a minimum (4 graphics maximum, including tables, figures, and graphs).

Editorial Process Upon receipt, Cutter Consortium commences two parallel content editorial passes by the GE and a Cutter editor to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; (3) the content is original and unique; and (4) the article conforms to Cutter house styles. This review may result in queries, feedback, and/or require revisions (with a set 2-3 day deadline). Next, the article goes into proofreading and layout stages. You will receive a PDF in layout form for review, possible queries, and final approval. We ask that this review take no more than 2-3 days.

Advisor Additional Specs

Purpose Each Cutter Consortium practice delivers a biweekly *Advisor* by email. The nature of the delivery mechanism makes these the most read of Cutter Consortium publications. Topics range from trends to strategies and technologies, reports from conferences, book reviews, product overviews, commentary on news items, etc. *Advisors* offer terrific exposure to familiarize our audience with your expertise.

Graphics Keep to a minimum (2 graphics maximum, including tables, figures, and graphs).

Editorial Process Upon receipt, a Cutter editor will complete a content edit to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Next, the article goes into the layout/proofreading stages. The editing process from review through ready for subscriber delivery typically takes 3-5 days. Due to fast turnaround time, author will not see final article for approval.

Executive Update Additional Specs

Purpose Each Cutter Consortium practice publishes *Executive Updates* on a varied schedule. They provide an opportunity for exploring strategies, technologies, case studies, market reviews, etc. They present new research or new thinking about concepts/practices you're developing/implementing.

Graphics Keep to a minimum (4 graphics maximum, including tables, figures, and graphs).

Editorial Process Upon receipt, a Cutter editor will complete a content edit to ensure: (1) the article properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Next, the article moves to the copyedit stage, where a Cutter editor will line edit for organization, grammar, style, fact-checking, etc. You may receive additional queries at this stage (with an expectation that you will respond with 1-3 days). Next (or while we wait on query response), the article goes into the layout/proofreading stages. You will receive a PDF in layout form for review, possible queries, and final approval. We ask that this review take no more than 2-3 days.

Executive Report Additional Specs

Purpose *Executive Reports* provide an opportunity for in-depth explanation of strategies, technologies, case studies, market reviews, etc., within a Cutter Consortium practice. They present new research or new thinking about concepts/practices you're developing/implementing. Cutter clients use reports as tools when building their own roadmaps.

Structure The report should begin with a brief introduction to the topic, including a general linear overview of the report, and then get right to the heart of the discussion. It should conclude with a wrap-up that goes beyond a summary and includes additional thoughts/advice. Please use a subhead hierarchy that is clear and easy to follow and keep your subhead levels to no more than four.

Graphics No more than 10 graphics, including tables, figures, and graphs.

Editorial Process Upon receipt, a Cutter editor will complete a content edit to ensure: (1) the report properly targets the audience; (2) the ideas are succinct; and (3) the content is original and unique. This review may result in queries, feedback, and/or require revisions (with a set deadline). Next, the report moves to the copyedit stage, where a Cutter editor will line edit for organization, grammar, style, fact-checking, etc. You may receive additional queries at this stage (with an expectation that you will respond with 1-3 days). Next (or while we wait on query response), the report goes into the layout/proofreading stages. You will receive a PDF in layout form for review, possible queries, and final approval. We ask that this review take no more than 2-3 days.