

# BTOES insights

## Business Transformation & Operational Excellence Insights

Thank you for applying to contribute to BTOES Insights! Please see the full guidelines below.

### **BTOES INSIGHTS FULL SUBMISSION GUIDELINES**

On receipt of your content, this will be reviewed by our Editorial Board, and we will confirm our intention to publish.

Readers will then be able to search and view all content provided by you!

Your content may be promoted across our media channels, as well as having the opportunity to be used as 'featured content' in the BTOES Insights newsletter.

We will receive many more submissions than we can publish, if we've passed on something you've submitted, we endeavor to let you know, it may be because we have already covered that topic, but please feel free to keep sending us content.

For effective content marketing and visibility in search engines, we might recommend changes to headlines. To ensure your content is read, found in search engines, and shared on social media. If we rewrite your headline, it's because we believe the revised version will contain the keywords that will help your content reach our audience and get the views it deserves.

We don't publish pieces that come across as promotional.

Below is information to help you send us the most relevant content.

### **Our Target Audience:**

Senior and Leadership-Level executives focusing on Business Excellence, Business Transformation, Innovation Excellence, Productivity, Operational Excellence, Continuous Improvement, Strategy, Change Management, Customer Experience, Lean Enterprise, Capability Excellence, Process Optimization & Process Management. From across all industries, specifically Manufacturing, Hospitals, Healthcare, Medical Devices, Automotive & Transportation, Banking, Capital Markets & Insurance, Consumer Products & Retail, Pharmaceuticals & Life Sciences, Government, Armed Forces & Public Sector, Mining & Metals, Oil & Gas, Power & Utilities, Real Estate,

Hospitality & Construction, Technology, and Communications.

## **Content Focus**

Content should be focus on the today's challenges and future trends within Operational Excellence.

In this fast changing, disruptive business climate, we aim to present forward thinking content for executives within organizations who are re-evaluating and adjusting their continuous improvement efforts for the future, to transform businesses, achieve top line growth, and gain a competitive advantage.

Operational Excellence is now enabling end-to-end business transformation in order for organizations to stay relevant in the rapidly changing landscape through innovation, strategy execution, and being more operationally agile.

In short, we are looking to "nudge" the Operational Excellence profession onto a more productive path.

Content should be well research and written. It should be energising, inspiring & engaging, and address need-to-know pressing issues, and future trends where there are strong pressures to get things done.

Providing content on the top of the minds of CI/Operational Excellence professionals right now is of greatest value.

In a primary research survey we recently completed with over 100 executives, their key question was "How are the forward thinking organizations out there re-evaluating continuous improvement to transform their businesses and focus on value creation?"

## **Topic Areas Suggestions:**

- Business Transformation
- Operational Excellence
- Innovation Execution
- Agile
- Digital Transformation
- Leadership
- Business Culture
- Strategy Execution
- Customer Experience
- Process Automation
- Manufacturing Excellence
- Process Excellence
- Business Process Management
- Lean Six Sigma
- Kaizen

## **Content Types:**

We also welcome all formats, written, audio, and video.

Content types can include, Articles, Case-Studies, EBooks, Infographics, Presentations, Research Reports, Webinars and White Papers and anything you consider being of real value to the operational excellence ecosystem.

## **Guidelines for Contributors**

We are looking to enlist the foremost experts in Operational Excellence to express their thoughts in the most impactful way possible.

Articles are designed to be carefully read, they should contain preferably lots of data and statistics, and be 1,500 words or more. Though we are happy to publish articles of many lengths, with other media such as graphics, podcasts, & videos. The objective is to educate, inform and present the facts.

You don't have to be well known to be a contributor, but you must know a lot about the subject you're writing about.

**A key ingredient is originality;** we'll be looking for unique insights.

The more practical the better, so the reader can immediately apply key takeaways in a real situation. This will make it so much more powerful.

And finally, you need to capture their interest right away, otherwise these busy executives, will just move on to another content piece.

The above guidelines apply to all other content pieces.

**White Papers & eBooks** should be 2000-3000 words in length and are an opinion piece that is technical in nature and should objectively educate our audience to solve a business problem and make informed business decisions.

**Reports** are research-based and share the results of a study or investigation into a specific topic. It should contain numbers-based research that backs up the conclusions drawn. The audience will more likely get value from a report based on a combination of qualitative and quantitative research.

## **Bloggers**

We will be also looking to appoint four guest bloggers over the coming months.

This would involve consistently posting at least one 500-600 word posts every two weeks, aimed to answer the key challenges the industry is facing today and providing opinion of future trends. This prestigious opportunity would raise your profile across the entire Operational Excellence eco-system.

Please contact us, and let us know, why you would suit this opportunity with supporting

information.

**Exclusive Content**

If you are a leading CEO, Global Head, Leadership level executive or leading expert, with an exceptional story to share, we would love to set-up a **full-length interview**, and showcase your success.

All the best,

Charlotte Kelly,

Content Director @ BTOES Insights

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