



Type: title			
Submitted by		Date:	
Reviewer initials		Date:	
<input type="checkbox"/> Approved	<input type="checkbox"/> Rejected	<input type="checkbox"/> Asked for revisions	Date:

For use by Review Board

Clarity is everything.

A big promise of the Center is to put excellent resources within a few clicks. This guideline defines excellence. It also helps authors developing new material. Our editorial principles are:

1. The Center and its members must do their very best to respect the rights, reputation and intent of the authors and publishers of the resources.
2. The Review Board will not post resources from Center sponsors or advertisers. An individual or for-profit business cannot themselves be a resource, though their material can be.
3. The resources focus on fundamental principles and logic. Even highly experienced teams are more likely to innovate through informed debate of underlying principles.
4. There will be up to six resources per management practice. More resources, even if excellent, make search and research a muddle. Over time, resources will be replaced.

Resource vs. Best Practice

The Center’s Resources are about the principles and logic of a management activity. A Best Practice is different: it is a detailed plan for putting those principles into action in each situation. A Best Practice is not just an *example* but can be *illustrated* by an example. See Term 2.1.3.2 for a sample Best Practice.

Humans in charge

We believe even excellent general resources like Wikipedia or Google cannot filter, distill and respond like a well-organized group of reviewers with excellent management knowledge and communications skills. That said, the Center’s members’ online ratings of and commentary on resources will strongly influence the Review Board’s decision to post, retain or replace a resource. The Review Board will develop, follow and refine these guidelines and its own governance protocol.

Target audience

The Center’s resources are useful for audiences with a very wide range of experience. Those in start-ups and very small organizations can learn the framework and the basics, while those in very large organizations will benefit by sharing among a solid foundation of common understanding.

Essential criteria

- Free or inexpensive
- Opens easily in most digital platforms
- Minimal self-promotion (a small and tasteful advertisement is OK)
- Not critical of others
- Visually appealing and free of cluttering or offensive pop-ups, ads and links
- Attributions are clear
- Relevant and useful to most sectors and industries
- Can be understood by people in any discipline



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General guidelines

- A strong title or headline or both
 - Clearly stated intent in opening
 - If lengthy, begins with a summary and ends with a recap
 - Well-structured with sensible subheadings (a clear outline)
 - Stays on topic. Digressions or tangents clearly identified
 - Refer, if indirectly, to other relevant terms
 - It is clear how to get started on the work
 - Graphics are relevant
 - The design, layout or navigation is simple
 - Includes references or links to further learning
- **Principles for good writing** (Example: See Term 2.6, “CMTP Briefing: Customer Service”)
 - Sentences are active, mostly declarative
 - Metaphors, similes and allusions are obviously relevant
 - Good, not clever grammar
 - Paragraphs are simple: introductory sentence, then logic or information
 - Helpful transitions if needed
 - Clear, simple and compelling prose, free of fog and jargon
 - Word choice is direct: short, clear, vivid, active verbs
 - Free of local idiom. It would be easy to translate into other language

Guidelines for specific resource types

- **Articles** (Example: Term 4.3.4, “Top Information Technology Risks”)
 - 700-3,000 words
- **Blogs and blog posts** (Example: Term 1.2.1, “Writing Your Business Purpose”)
 - 500-1,000 words
 - Many comments
- **Books** (Example: Term 2.1 Market research, Strategic Market Research)
 - Many positive ratings
 - Referenced by others
 - In second or later editions
 - Table of contents, index and glossary are useful
- **Videos** (Example: Term 5.0 Human resources, “HR Basics” series)
 - 2-20 minutes
 - Good production quality
- **Podcasts** (Example: Term 5.0 Human resources, “HR Basics” series)
 - 2-20 minutes
 - Good production quality



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- **Slide shows** (Example: Term 3.5.4 Fleet management, “Fleet Control Secrets to Success”)
 - Slides easy to read
 - Clear structure
 - Good production quality
- **Online classes** (Example: Term 1.1.5 Compliance, “Legal Requirements for Small Businesses”)
 - 30-60 minutes per class
 - Clear learning objectives
 - Good quality learning materials
 - Reasonable cost
- **Webinars** (Example: Term X.X.X, “[title]”)
 - 30-60 minutes
 - Good production quality
 - Strong participation
- **Associations and events** (Example: Term 4.4 Research and analysis, IIBA.org)
 - Material does not require membership to access
 - Many members
 - Sensible navigation

For the Review Board: Preliminary review

Preliminary rating: **A B C** (circle one)

If a replacement, what is replaced: _____

Comments or suggestions for resubmission:
