



EDITORIAL GUIDELINES

Powerful, relevant content is the lifeblood of the HRDQ-U blog. We are always on the lookout for material that's relevant to trainers and development professionals in today's organizations. Here are our guidelines for submitting articles, product reviews, and videos:

Qualifications for Articles

- Research-based, soft-skills topics directed to an audience of trainers and organization development professionals, approximately 250-500 words.
- Content that's relevant to learning in today's organizations, written in a style that's quick and easy for readers to absorb.
- Well-designed and visually appealing formatting with images and high-resolution graphics. We like the principles in Sharon Bowman's book *Using Brain Science to Make Training Stick* available on Amazon.com.
- Proper citing and credits.

Qualifications for Product and Book Reviews:

- Three paragraphs and no more than 250 words, formatted as follows:
 - Introduction and overview of the material.
 - Suggested audience and appropriate uses for training.
 - A well-constructed, objective opinion about the content and how it is useful.
- A high-resolution image of the product materials or book cover in JPEG format.

Qualifications for Videos:

- Three minutes or less in duration. (Longer videos may be considered, depending on the content.)
- Research-based and information-rich, directed at an audience of trainers and development professionals.
- Professionally designed and produced.
- A link or embed code from SlideShare or YouTube. Please include a description no more than 75 words.

With all submissions:

- Sales and promotional messaging is not allowed.
- Please encourage dialogue and invite readers/viewers to comment.
- Include a 50-word byline that includes a broad description of your qualifications. Include basic contact information, such as your email and/or website address.
- Include your professional headshot in JPEG format.

Submit all materials to HRDQ-U at info@hrdqu.com. Please include "Blog Submission" in the subject line.