



WRITE LIKE A PRO

INTERNATIONAL COUNCIL
FOR SCHOOL LEADERSHIP

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As an innovative school leader or an enthusiastic educator, your passion for knowledge, learning and teaching is visible to your students in your classrooms or in your school. Parents of your students respect you for the difference you are making in the lives of their children. Your colleagues admire you for the energy you exhibit in driving your passion. You feel satisfied as a professional for being able to contribute toward a better future for your students. But, your impact on education is limited to a few hundred students. **Is it possible for you to step up and make a difference in the lives of thousands of other teachers and lakhs of students?** Would you like to share your thoughts, knowledge, and experiences to inspire others?





If you believe that **"A pen is more powerful than a sword"**, you can make a vast impact on the quality of school education in India, without stepping out of your house. All you need to do is **WRITE**.

Writing skills, like all other skills, can only be developed through practice. The more you write, the better you write. However, before you begin writing, it is important to understand certain nuances and common mistakes that beginners make. The purpose of this document is to share with you certain writing opportunities that ICSL offers and the basics of writing like a **PRO**. Hope you find it useful.

This document has 2 sections:

Section 1

Provides a background on ICSL and some of its activities. Hyperlinks are provided to help you gain a complete understanding of who we are and what we do.

Section 2

Details the path to write like a **PRO**.





ABOUT THE ORGANISATION

International Council for School Leadership is a membership based not-for-profit organization lead by eminent educationists, school leaders, and professionals. Its mission is to regain India's status of a global superpower in school education by empowering 10,000 school leaders by 2025. In this process, ICSL will impact the lives of more than 10 million students. This can happen only if we can initiate a school leadership renaissance across the country.

OUR BELIEF

ICSL strongly believes that there are thousands of knowledgeable and experienced school leaders in India. For a successful renaissance, it is important that their knowledge and wisdom is shared using multiple channels. ICSL aims to establish the most powerful knowledge-sharing platform for school education, using both online and offline media. You can find out about our activities at www.icsl.org.in



Seven Domains of School Leadership

ICSL has identified 7 domains of school leadership that are crucial for any school leader to succeed. All our knowledge sharing activities focus on these seven domains.

Magazines

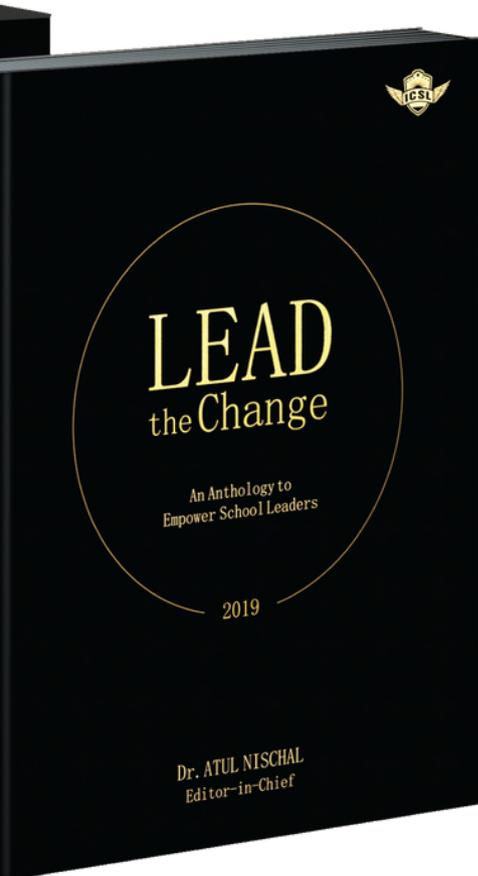
ICSL supports two magazines in the education industry. The Progressive Teacher, in its 6th year, is a bi-monthly magazine for teachers. The Progressive School, in its 3rd year, is a quarterly magazine for school owners, school leaders and administrators. Both magazines carry articles on school education written by school teachers, leaders, and professionals.

Lead the Change - Anthology

ICSL publishes, LEAD the Change, an annual anthology for school leaders. The first edition of the book was unveiled by Padamshri Professor Dinesh Singh at a gala ceremony at The Tajmahal Hotel, Delhi on 11th January 2019. The next edition will be launched in January 2020. We will soon begin inviting articles for the next edition.

School Leaders' Blog

ICSL publishes articles written by its members on its blog. These articles are promoted through email lists and social media (Facebook, LinkedIn, Twitter). Click to read samples of articles in the blog.



Writing Like a Pro

There are three (3) stages of writing an article:

1. Pre-writing stage
2. Writing stage
3. Post-writing or Editing stage



PRE-WRITING STAGE

This stage involves three components:

Identify the Purpose

Identify, as precisely as you can, WHAT you want to communicate and to WHOM. For a good article, you must be as focused as possible. So, choose 1 main idea.

Research

To find out what your audience already knows about the thought you want to share do some online research or talk to colleagues. Then, write about something that your audience does not already know.

Draft

Write everything that you want to write about the idea or the thought. At this stage, you are only verbalizing everything you wish to communicate.



WRITING STAGE

In this stage, you need to reorganize the draft to structure your article in three parts:

- A. Introduction
- B. Main body
- C. Conclusion

Your introduction should be restricted to 10%-15% of the total word count of the article. Very long introductions bore the readers.

INTRODUCTION

You need to introduce the article in an interesting manner that outlines its relevance and benefit to the reader. Majority of people read the first 1-2 paras of the article and decide if they need to invest their time in reading the complete article. To make the article interesting you can take several approaches including the following:

- (i) Share your motivation behind the article
- (ii) Share an anecdote that inspired the thought behind the article
- (iii) Share how the thought/content of the article can benefit the readers.



MAIN BODY

This is the section where you deliver your main thought or idea. You need to make sure the body of the article flows smoothly to address all aspects that you want to communicate. It is a good idea to include examples, anecdotes, quotes, etc to amplify the purpose of the document. **The main body should consist of 75%-80% of the total word count of the article.**



CONCLUSION

Devote the last 10% of the total word count of the article to conclude your article. This can be done in multiple ways without being repetitive. Some writers share the main takeaways (benefits) of the article or pose a question that readers need to answer for themselves.

Post-writing or Editing Stage

If you want your articles to be accepted for publishing online or in print, you will need to edit it carefully. Unfortunately, most new writers, ignore this step. And, then they get discouraged because their articles are not printed.

Stick to the Purpose

Remove anything and everything that deviates from the main purpose of the article. Otherwise, you will dilute your message.

Follow the Word Limit

Most authors jump the word limit because they want to share everything they can. This is not a good idea. At this stage, you will need to bring the article below the word limit. Begin deleting the content that is:

1. Redundant [that does not add any value to the main message]
2. Repetitive [Repetitions of ideas or thoughts that is not adding any additional value]

For every word, phrase or sentence, ask, "Do we need this to effectively communicate the main message?". If the answer is NO, delete it.





FIX THE LANGUAGE

One of the best tools to detect common grammar issues is www.grammarly.com. It is free. So, please install it on your desktop. It identifies an error and gives you a suggestion to fix the errors. Despite using Grammarly, you will need to use your language skills to fix several issues. Here are a few things you must follow:

1. Use short sentences. Long sentences are difficult to comprehend in a fast read.
2. Use Active Sense and not Passive Sense. This means, keep the 'subject' ahead of the 'verb'.
3. Use pronouns carefully.
4. Capitalize correctly.
5. Be careful regarding the usage of the article, 'the'.
6. Avoid gerunds.
7. Avoid all punctuation's except 'comma' and 'period', unless the sentence really demands one.
8. Do not use any symbols such as - &, @, #, etc.
9. Avoid abbreviations, unless you are confident that they are universally well-known.



FORMAT THE ARTICLE

As the last step, you need to format the article as follows:

Font Times New Roman, 18 for the title, 16 for author's name, 14 for headings/subheadings, 12 pts for text

Line space 1.5

Margins on each side 2.54 cm

[This is standard setting]

SUGGEST VISUALS

Suggest the type of photographs that may be included in the article. To do this, please google the image and copy/paste it in the document. Our visual designer will use your suggestive image to find a copyright free image to be printed.

SUGGEST 2-3 ATTRACTIVE TITLES

A title is what gets people interested in an article. It is mentioned in the contents page too. You need to suggest 2-3 alternative titles for the article that make readers begin reading the article.



YOU ARE READY TO WRITE

WE AWAIT YOUR CONTRIBUTION

Send magazine articles to: editor@progressiveteacher.in

Send blog articles to: info@icsl.org.in

To write for anthology, email to: info@icsl.org.in

To Join ICSL, download membership form at www.icsl.org.in