



THOUGHT LEADERSHIP ARTICLE GUIDELINES

INTERNAL METHODOLOGY FOR DRAFTING ARTICLES

1 PURPOSE:

To position FWS employees as subject matter experts by sharing informed, experience-based insights that support the company's Ruler/Sage brand tone—clear, authoritative, and forward-thinking.

2 TONE & BRAND VOICE

- **Confident, not boastful**
- **Insightful, not technical for its own sake**
- Speak from real experience—what we've learned, what others are getting wrong, and how FWS does it differently
- Avoid promotional fluff—this is not a sales pitch

3 ARTICLE STRUCTURE

Use this as a flexible but consistent format:

TITLE

Make it clear, not clever

Try a contrarian angle or challenge a popular misconception

EXAMPLE:

"Rethinking Lean: Why It's Not About Doing More with Less"

OPENING STATEMENT / CONTRARIAN INSIGHT

Begin by challenging a common belief or calling out industry confusion

Keep it short and punchy

EXAMPLE:

"Lean construction isn't about doing more with less—it's about doing the right work at the right time."

REAL-WORLD PERSPECTIVE

- Share your experience: how you've seen the topic misunderstood, implemented poorly, or how FWS approaches it differently
- Use your own voice—authentic and honest

FWS METHOD OR MINDSET

- Describe how FWS does things and why it works
- Focus on the integration, planning, or leadership thinking behind the success
- Highlight our **in-house capabilities**, **pre-construction thinking**, or **executorial discipline**

THE CONTRARIAN TRUTH

Wrap the article by reinforcing the insight you want the reader to walk away with

EXAMPLE:

"Most Lean efforts fail not because the team didn't try—but because they didn't own it."

OPTIONAL CLOSING THOUGHT OR TAKEAWAY

- If you like, add a brief final note about what this means for clients, partners, or the industry moving forward

4 TIPS FOR SUCCESS

- Don't worry about word count—aim for ~500–700 words
- Use real language, not "corporate speak"
- Feel free to start with point-form ideas—we'll help shape the piece
- Focus on clarity, not perfection—we want insight, not polish

5 READY TO START?

Begin by writing 3–5 bullet points on:

- A challenge or problem you've seen in the industry
- What people typically get wrong
- What FWS does differently
- Why it works

From there, we'll work with you to expand it into a complete piece.

