

PMI Knowledge Shelf Author's Guidelines and Style Notes

Vision

The mission of PMI Knowledge Shelf is to be the premier online source for project management knowledge and information in order to help project professionals and organizations advance the practice of project management and attribute their success to it.

The Knowledge Shelf aims to be an easily searchable, categorized resource of information in multiple media (text, audio, video, webinars, podcasts etc.) as well as multiple content types (lessons learned, case studies, metrics, tools and templates, etc.). The information presented may be either specialized or general, but will be current and vital. In the beginning, the Knowledge Shelf will consist primarily of articles in PDF format.

Submission of Articles

PMI encourages everyone in the project community to submit material. Please use the [Knowledge Shelf Submission Form](#), which will assist us in categorizing your material. PMI staff and a group of volunteer evaluators will review the material and make a determination of acceptance. Material is subject to editorial review and changes by PMI. Submitters may have a final review of material before it is posted. The author is solely responsible for all statements made in his or her work.

Authors must submit material in electronic format, as Microsoft Word documents. At the present time, all material must have English as its primary language. If presented in a language other than English, an exact English translation of all material must accompany the document.

If appropriate, sources of information should be listed as references. Please include a paragraph or two of biographical information about the author(s).

Knowledge Shelf articles must meet a minimum length of 1,500 words.

Review of Submitted Articles

To decide which submitted articles will be accepted for posting on the PMI Knowledge Shelf, a group of volunteers assists PMI staff in evaluating all submitted papers. Papers are rated on:

- Usefulness (how much it helps the community manage projects or programs)
- Whether it advances the practice of project management
- How current the material is
- Whether the material is original
- Its appeal to audiences selected on author submission form
- Whether the writing is interesting, efficient and not repetitive, and follows the author style guidelines
- Whether the material is covered in adequate depth.

Disclaimer

PMI neither approves nor disapproves, nor does it guarantee the validity or accuracy of any data, claim, opinion or conclusion presented on the Knowledge Shelf.

Professional Development Units (PDUs)

Because PMI Knowledge Shelf articles are at least the same length as *PM Network*[®] feature articles (1,500 words minimum), authors whose articles are posted on the PMI Knowledge Shelf may claim 15 PDUs under Category 2, Professional Activities and Self-Directed Learning, code 2B, author of an article pertaining to project or program management. For accepted articles with more than one author, each co-author can claim 10 PDUs.

Copyright

Accepted authors will need to sign either a copyright assignment form, assigning copyright for their material to PMI, or a licensing agreement, licensing PMI to use the material, prior to the editing process.

Writing Dos and Don'ts

All submissions are reviewed first and foremost based on content and relevance to the project management profession—but content providers are still expected to make the information compelling and easy to digest. You may not be a professional writer, but following these simple dos and don'ts will help you get your material posted on the Knowledge Shelf:

Do:

- **Think about who your target audience is.** The submission form allows you to select audience by experience level, industry, type of organization, geography and topic. Audiences within the designated demographics will be selecting your submission, so please write appropriately for that audience. For example, an article for Project Manager Level III should not dwell on basic information.
- **Include information that is current and timely.** In order to achieve the vision of the Knowledge Shelf, please present the latest trends and discuss why the information presented is important to the intended audience.
- **Be considerate of your audience's time constraints.** Be efficient and concise while providing the details that are important to your audience. Emphasize the practical and illustrate it with specifics. Avoid repetition.
- **Follow the Style Notes explained at the end of these guidelines:** Use of a common style sheet throughout the Knowledge Shelf will enhance audience experience.

Don't:

- **Repackage press releases, "advertorial," or promotional copy.** The Knowledge Shelf seeks to steer clear from commercialism and self-promotion. The aim of the material should be to educate and inform the audience, rather than to promote an organization, the author, a product or a service.
- **Forget proper attribution.** The Knowledge Shelf will accept previously published material if it is relevant to audience needs, but it must be properly attributed. The correct attribution must appear in the submitted material.
- **Just scratch the surface.** Cover your material in-depth, but don't try to cover every aspect of a very broad topic. It's much more interesting and useful to detail a smaller topic from as many angles and as deeply as possible. The beauty of the Knowledge Shelf is that there are few space restraints, as in a printed piece.

Clearances

The author is responsible for clearance from his/her organization as well as permission to reproduce any material previously published by others. Tool licenses or restrictions should be clearly specified.

Accepted manuscripts can become the property of PMI or be licensed to PMI. Please indicate your preference on the submission form. Authors will be required to sign appropriate agreements.

Style Notes

Through use of a common text style, the Knowledge Shelf becomes an easier place for its audience. It is jarring for readers to have some items in U.S. English, for example, and others in British or so-called “proper” English.

Text for Knowledge Shelf submissions should be presented in U.S. English. This style decision was made by PMI not as a measure of the relative merits of U.S. versus British English but for uniformity. However, writing should avoid centricity toward any one country, including the U.S. For example, use of U.S. sports idioms or analogies would not be understood by many in the audience from outside of the U.S. Even the use of the term “America” should be avoided, because residents of Latin America, not just the U.S., call themselves Americans.

Non-global organizations should be identified by headquarters location and people should be identified by organizational affiliation and title.

Numbers

- In general use, spell out one through nine...10...100...1 million
- If a precise measurement, use numerals; note the following examples/exceptions:
 - \$10 - 20 percent
 - one-half - 30-minute
 - Exhibit 5 - Level 3

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Phone Numbers: +1 610 356 4600; +64 9 277 7756

Currency: Identify any currency discussed. Consider converting uncommon currencies to more common ones, such as U.S. dollars, euros or U.K. pounds.

Measurements: Be sure to put metric or “English” equivalents in parentheses when citing measures of length, weight, speed, volume and temperature.

Capitalization: Use very sparingly. PMI’s style is to lower-case “web.” Anything that could be used generically, including organizational business units, should be in all lower-case. Do not capitalize position titles unless they appear before the name.

Subsequent mention of names: Contrary to usage in U.S. and select other world newspapers, PMI prefers the more respectful use of the title Mr., Ms., Mrs., Miss or Dr. before the surname on subsequent mentions of names.

Abbreviations/acronyms: Spell out on first use and put the acronym in parentheses. Do not use the abbreviation or acronym if it is used only once in the text. These rules are especially important in any technical or specialized presentation where a wider audience might not be familiar with those abbreviations or acronyms.

URLs (i.e., web addresses): It is not necessary to use “http://” if a URL begins with www, but it is necessary if the URL does not begin with “www.” PMI’s website is referred to as PMI.org.

PMI Registration Marks/Trademarks

It is important to protect PMI intellectual property by using these marks properly. It is acceptable to use register marks only on the “marked” item’s first appearance, with the exceptions of *PMBOK® Guide*, which always gets a register mark because it is part of the name.

Here are some guidelines for proper use of PMI registered trademarks:

- **PMI credentials:** Spell out the first time and use the abbreviation with a registered mark or service mark. PMI’s credential names must be used as adjectives, unless they appear as someone’s title, in which case the register mark/service mark is not necessary.
 - *Correct usage:* Certified Associate in Project Management (CAPM®) examination; Project Management Professional (PMP®) credential holders; Program Management Professional (PgMP®) multi-rater assessments; John Smith, PMP.
 - *Incorrect usage:* I received my PMP on 1 February; XYZ company has five PgMPs; Jane Jones, PMP®.
- **PMI global standards:** Italicize the name, not the edition number (e.g., *The Standard for Portfolio Management—Second Edition*). Spell out the name of the *PMBOK® Guide* on first usage and note which edition you are referring to (e.g., *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)—Second Edition*, and on subsequent use, *PMBOK® Guide*). NEVER use PMBOK alone unless you are referring to the actual body of knowledge, rather than the PMI global standard known as the *PMBOK® Guide*. Spell out the name of *Organizational Project Management Maturity Model (OPM3®)* the first time you use it. You can use *OPM3®* thereafter.
- **PMI periodical names:** Italicize and use register marks: *PM Network®*, *Project Management Journal®*, *PMI Today®*