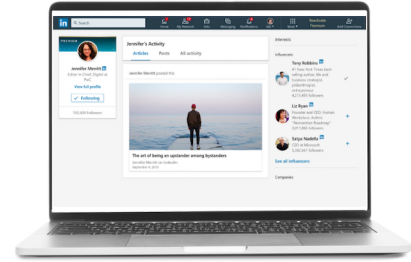


Typical time invested by your teams for LinkedIn articles*

*Typical time for a story written by a team at a consulting company



4 hours



Step 1: Experts conceive/research the article

Team of experts in the business comes up with story idea, researches it and proposes it to the boss. 4 experts. 1 hour each.



1 hour

Step 3: Back to comms dpt. Hire writer

Comms professional sees article needs doctoring and engages external writer. 1 hour. (Not including writer first review of 1 hour)



4 hours

Step 5: Rewrite/review by team

(Team reviews of rewritten story. 4 experts. (Not including editor's time to rewrite story.)

9 hours



Step 2: Briefing with comms dpt. Experts write first draft

Comms professional reviews and advises. 1 hour. 4 experts write draft. 2 hours each.

4 hours



Step 4: Writer conducts call with author team

Call to refine the storyline and get OK to rewrite. Usual problems: Too academic and no fresh story angle. 4 experts on 1h call. (Not including writer's time).

TOTAL



14 hours per article*