culturewise®

Weekly Insight
Author Pipeline

Your people write the stories, admins approve them, and one-click access makes it easy to pick up where they left off. Built-in reminders keep everything on schedule so the right Weekly Insight goes out every week.

POWERED BY CULTUREWISE

HOW IT WORKS

What It Does

The Author Pipeline turns the Weekly Insight into a team habit: employees write it, admins sign off, and reminders keep it on time.

1. **Authors write in the platform**: assigned employees write their Weekly Insight directly in CultureWise
2. **Admins approve**: an optional sign-off to approve, or decline with feedback, before anything publishes
3. **Everyone stays informed**: in-platform notifications, emails, and due-date reminders keep authors and admins on track
4. **Authors earn points**: admins can award points for writing a Weekly Insight

> *i* **Who does what**
>
> Admins turn it on, assign authors, and approve. Authors write, save drafts, and mark them ready.

FOR ADMINS · SETUP

Turn It On

Open the **Weekly Insight** settings card.

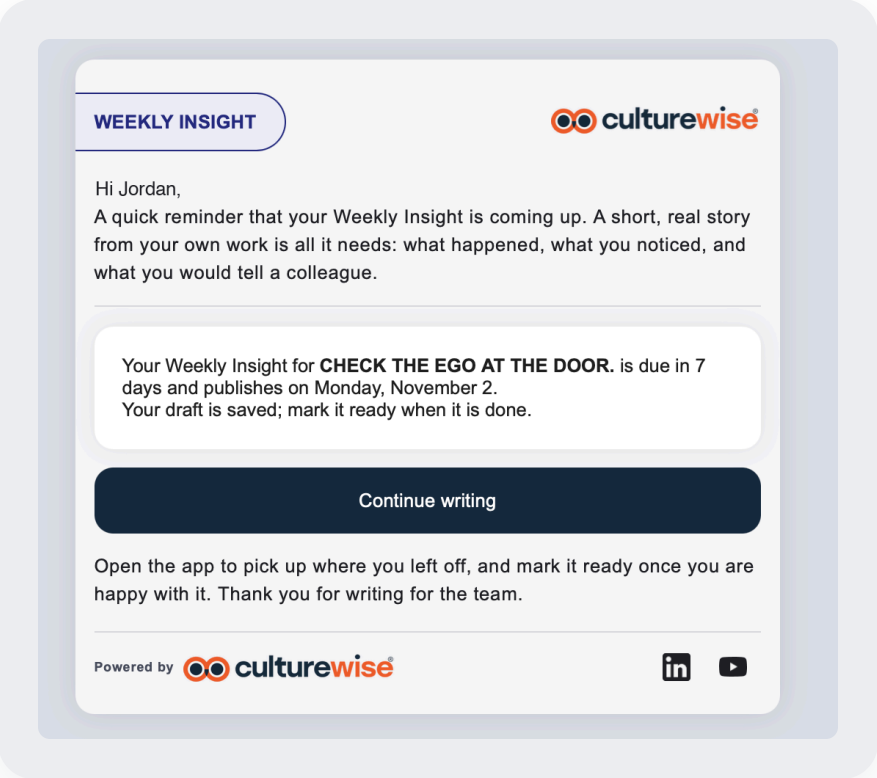
SETTING	WHAT IT DOES
Author pipeline	Assigned employees write their own Weekly Insight in the platform, with due dates, reminders, and a dashboard card. Off hides all of it.
Approval needed	An admin approves each employee-written insight before it publishes. When off, marking it ready is all that’s required.
Reminder emails to authors	Set when your reminder goes: 2 weeks, 1 week, or 3 days before. Sent only while the insight isn’t marked ready. A reminder that lands on a weekend goes out the Friday before.
Points for writing	Admins choose how many points an author earns for writing a Weekly Insight.

FOR ADMINS

Assign an Author

Each Fundamental has its own author. Assign them ahead of time so they have room to write.

1. Open the **Fundamental**
2. Pick a name in the **Weekly Insight Author** dropdown
3. The author gets an email and an in-platform notification right away
4. To remove an author, clear the field and refresh the page to confirm it’s empty



The reminder email, with the author’s draft saved

The reminder email

Tells the author the Fundamental, the days left, the publish date, and whether they’ve started, with one click to keep writing.

FOR AUTHORS

Write Your Weekly Insight

A short, real story from your own work is all it needs: what happened, what you noticed, and what you would tell a colleague.

1. **Find your assignment.** You'll get an email as soon as you're assigned. The **Your Weekly Insight** card on your Home dashboard shows your next Fundamental, the due date, and days left. Click **Write it**. If the due date is close and it isn't marked ready, the card moves to the top of the dashboard.

2. **Write and save a draft.** The editor shows the due date and publish date. Write your insight, then click **Save draft**. Drafts stay private; nothing goes to the admin. Once saved, the card shows **Draft** and the button changes to **Continue writing**.

3. **Mark as ready.** When it's done, click **Mark as ready**. With approval on, the status changes to **Pending approval** and the admin is notified.

4. **If it's declined.** You get an in-platform notification and an email with the admin's comment and a link straight back to the insight. Edit it, then mark it ready again.

5. **When it's approved.** You get an in-platform notification and an approval email. It publishes on its week.

> *i* **Heads up**
>
> Editing after you mark it ready, or after approval, puts it back to **Draft**. Mark it ready again or it won't publish.

FOR ADMINS

Review and Approve

Track every author’s progress and sign off before anything publishes.

1. **Track status.** The Fundamental page lists each week’s author with a status chip. You get a notification each time an author marks one ready.

   Not started | Draft | Pending approval | Needs adjustments | Approved | Published

2. **Review.** Open the Fundamental and read the insight. The **Approval** card shows who marked it ready and when.

3. **Decline.** Click **Decline** and write a comment for the author; the comment is required. Status changes to **Needs adjustments**, and the author is notified in the platform and by email.

4. **Re-review.** After the author marks it ready again, reload the page to see the updated content.

5. **Approve.** Click **Approve**. It publishes on its week. You can still decline it after approving if needed.

GOOD TO KNOW

What Publishes

Only an Approved insight publishes. Anything else at publish time sends nothing.

STATUS AT PUBLISH TIME	WHAT HAPPENS
Approved	Publishes on its assigned week, if approved before the email send time
Draft (never submitted)	Nothing sends
Pending approval or Needs adjustments	Nothing sends
Edited after approval	The edit resets it to Draft, so nothing sends until it’s approved again

Missed the date?

Admins can still backfill the insight after its publish date.