📌 HISL LinkedIn 25-Article Publishing Suite (Revised June 2025)

Structure: 5 phases, progressing from credibility → authority → paradigm shifts → vision → monetisation.

Phase 1 (Credibility, trust): Established with published articles on AI in construction, documentation risk, human-first AI, and CIOB references.

Phase 2 (Authority): Explores compliance paradoxes, site manager insights, and why experience matters, blending J&J/CIOB credibility.

Phase 3 (Shifting perspectives): Challenges assumptions (digital transformation failures, speed vs certainty, data paradox).

Phase 4 (Vision): Future-casting themes—democratising data, collective intelligence, permanence, human+AI collaboration.

Phase 5 (Democratisation + monetisation): Practical pathways (data democratisation, expertise-on-demand, sovereignty, agent building, investment call).

Hidden theme evolution:

Individual → System → Collective → Democratisation.

Flexibility: Allows reactive topical posts and acceleration if traction builds.

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📌 Substack Publishing Strategy (30-week cadence)

Structure: Mirrors LinkedIn but with deeper narrative + stealth monetisation.

Phase 1 (Credibility): Real-world AI analogies, documentation risk, jargon-free explainers.

Phase 2 (Authority): Takt planning + AI, compliance paradox, shadow AI, valuing site experience.

Phase 3 (Paradigm collisions): Cheap AI costs, digital transformation attrition, PM dilemmas, simple vs smart.

Phase 4 (New intelligence blueprint): Debunks cloud myths, positions construction as gatekeeper, German pharma case study.

Phase 5 (Architecting sovereign AI): Offline-first ethics, governance as infrastructure, “Sovereign Builders Consortium” soft-launch.

Enhancements built in:

Positioning: “Post-Cloud AI” meme → HISL as blueprint author.

Language: Construction metaphors (load paths, feedback cracks, structural integrity) to filter audience.

Research funnel: Surveys + pain tagging feed IntegAI roadmap.

Monetisation: Value-first CTAs escalating from co-design to Founding Architect invites.

Pre-launch assets: Landing page, CIOB/Pharma briefing, consistent visual signature.

Calendar: Assassin’s cadence with sub-goals (surveys, trust spikes, community soft-launch).

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🔑 Refined Takeaways

LinkedIn = credibility + breadcrumbs. Carries audience from pain recognition → vision → “here’s how”. Strong use of CIOB/J&J to ground insights.

Substack = blueprint + community funnel. Goes deeper, introduces memes (“Post-Cloud AI”), primes alpha cohort, gathers intelligence invisibly.

Both converge at monetisation. Substack as stealth funnel, LinkedIn as reach amplifier.

Cross-dependency: IntegAI Build LIVE logs and Website Build LIVE (SEO/asset library) must sync with cadence.

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Do you want me to now map these into a unified calendar (LinkedIn + Substack combined), so HISL can see the single publishing drumbeat end-to-end?