



An easy guide to writing a good Staff Awards Nomination

Making a nomination is a fantastic way of recognising an individual or team who you think has gone above and beyond. But do you ever stop at the sight of the application form and think it's too daunting or that you simply don't have the time to complete it?

We'll think again. Here is all you need to know about creating an effortless entry.

Not sure what to enter?

You may have identified a great project or person and need to find the right category to enter into, or you might have a category in mind and then think of a project or person that fits. Either way works.

Have a think about the context and the story around it. What is the story? When and why did the idea come about? What difference has it made? Who was involved?

Things to consider before you start

- Know the **category** and its **requirements**.
- What is the **narrative**? What's important is the difference that has been made to others – whether that's to patients, internal stakeholders, suppliers, the community or to your customers.
- Do you have the **headline statistics** which are the evidence for your pitch?
- **Testimonials** are a great way to hear things from someone else's perspective.
- The **criteria** and **layout of the entry** – what are the criteria and do you have supporting information for each of these points? Use bullet points if this helps.
- The **deadline** – know when this is and schedule time to write your entry well ahead of it.

Top tips for writing an entry

- **Key messages** are important, make it easy for the judges to know what the main points of your entry are and try and back them up with evidence.
- **Write, then edit** – just get everything down without worrying about word count in the first instance. You can edit down or add more information where necessary later.
- **Recruit a critical friend** – find someone who knows nothing about the project who can read through your draft entry and give you feedback on what they think the story is and what they'd be interested in hearing more about. Ask them to read the award criteria before reading your entry so they have all of the information a judge would.