



Application Tips

If you can see the measurable impact of the way you support your people, you might be doing something that could win you an Investors in People Award. The first job is to have great leadership and people practices, and the next is to tell that story in a way that does them justice.

These are some of our suggestions for writing an application or creating a video that gets the judges' attention, and scores maximum points.

The Business Alignment and Impact

1. Make sure you give all three parts of the application equal attention, so that the account of what you are doing and why, the impact it is having, and your plans for the future are all clearly explained.
2. Make the alignment between your people strategies and the business needs and goals clear. You might link what you are doing to your purpose and vision, and current business strategy. Try to make sure that the reader or viewer will understand why you have adopted your particular people strategies.
3. When you talk about the impact of what you are doing be as measurable as you can. Even better if you have explained *why* you adopted a strategy and then the impact you are seeing is aligned with that. Give as many examples of impact as you can and include numbers wherever possible. Include the impact on the business and the impact on people.
4. When you explain your plans for the future, include the impact you hope to have and how that continues to align to the business need.

The WOW Factor

5. To score full marks you will also need a 'wow' factor. Something that the judges will sit up and notice and make them say 'wow!'. Wows come from unique strategies and practices, something new and different, an unexpected impact, strategy or plan. It could be a human story that touches the heart. If it is unique make sure the judges will understand how innovative and unique it is.

The Style

1. Write or present in a straightforward, clear and direct style. It is about the business but it is also about people, so tell stories to illustrate the impact on them for example.
2. Keep to the word count, which means you need to say a lot with a few words. Using stories is one way to do that.
3. Use the first person, ie talk about 'we' rather than 'Company ABC'. That will bring your story closer to the reader/viewer. Imagine your audience as a real person and talk directly to them. You don't need to be too formal. You can sound professional and business like but let the reader/viewer see/hear the real you.



4. Let the stories, descriptions and examples **show** the reader/viewer that what you are doing is excellent, rather than **telling** them it is. Let the story do the convincing.
5. Edit your application to make sure it is not more than 500 words in each section, or more than 2 minutes per question if it's a video. Edit out the unnecessary words and most of the adjectives. Turn around sentences to make them shorter. If it's written, try reading it out loud to make sure it sounds as you want it to.
6. Think more journal article than business report.

SUBMISSION MECHANICS

You may submit either a word or video entry.
Deadline of submissions is on July 17, 2024 11:59pm!

Written Entry

- **500 words to answer each bullet point**
- Submit a **word document** with the file name [company_category.doc]
- For example: *InspiringPartners_SocialResponsibility.doc*

Video Entry

- Max 6-minute video covering all bullet points
- Submit a .mp4 with the file name [company_category.mp4]
- For example: *InspiringPartners_SocialResponsibility.mp4*

Submission

- You may email your submissions inspiringpartnersawards@gmail.com.
- Please use this format for the subject line: Organization name_Awards2024
- For example: *Inspiring Partners Inc_Awards2024*

Good luck!