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| How do I write an effective submission?Here are some tips written with input from our Judges on how to ensure your submission is the best it can be:* Read the instructions – this might seem an obvious point, but ensure you read the guidelines and judging criteria carefully and then ensure you answer all the questions in full without going off at tangents. If you are not 100% sure what a question is after – ask.
* Tell a story – make your submission compelling to read. Describe relevant context, for the people and the organisation, set the scene for the project/intervention. Describe the “before” state clearly so that your achievements can be recognised in the “after” state. This can serve to make your submission more engaging – but keep your story telling within the word limits.
* Prove you’re the best – while telling your story avoid the pitfall of including unsubstantiated assertions like, “the feedback was excellent.” A priority for the ABP is to promote evidence-based approaches, so take time to collect specific evidence. Provide qualitative or quantitative, Tier 1 or Tier 2 metrics and be explicit on how the impact of your project/intervention was demonstrated and measured.
* Interview the right people – even if you think you know the project, you should interview as many other people as possible. Ideally a senior sponsor, implementer and beneficiary, to get a rounded perspective on the value, relevance and impact of the project.
* Demonstrate clarity of purpose – clearly and specifically describe why the work was undertaken, the business issue you sought to address and the specific psychological approach that you took in response. Show links between the project/intervention and the individual/organisation’s objectives/success.
* Create distinction – explain what is unique, innovative or otherwise excellent about your entry; be specific about its value, importance or the scale of the challenges that had to be overcome.
* Keep it simple – write clearly and in plain English and avoid jargon or acronyms; do not assume that all the judges will have an insight into any/all of the models or approaches you used or the organisation/industry that you were working in.
* Avoid the quagmire – the biggest trap in any submission writing process is to focus too heavily on “what we did” – the quagmire. It is called this because you can get bogged down in the detail. *Remember that the ABP Awards are as much for what you achieved, as what you did. So balance the two.*
* Use images wisely – yes, a picture tells a thousand words, but badly used graphs, diagrams and photos can actually do more harm than good. Models and graphics are good but only if they make sense at a glance, add value and have a clear purpose.
* Remember your wider audience - be specific about the practical measures you took to ensure success for your project/intervention, project and risk management principles, stakeholder consultation and so on. When successful submissions are shared with our members, we want them to get the benefit of your experience in practical ways.
* Imagine you were unsuccessful – when you have written your entry, imagine you submitted it and narrowly missed the top spot. What could you do to get a few extra marks?
* Find a truly independent reviewer – the judges are unlikely to know all the details of your work and/or industry, so it’s useful to get someone equally objective to read your draft submission and offer feedback.

Recycle your entries – having spent a while writing a thorough award entry, it would be a travesty not to use it again. You can make a submission to multiple categories in the ABP Awards Programme if relevant – but be sure to take time to re-write relevant elements to ensure that each submission meets the criteria of the relevant category. REMEMBER: The Entry Deadline is 1 November 2021.  |