

# MCA Awards 2024 – Judging Criteria: Best Use of Thought Leadership

Entries in the **Best Use of Thought Leadership** category will be judged against the following criteria:

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<b>Judging Criteria</b>	<b>Examples of what judges will be looking for</b>
<b>Evidence of High-Quality Research</b>	<ul style="list-style-type: none"><li>• Effective use of surveys or other research techniques.</li><li>• Good understanding of other work in related fields.</li><li>• Ability to draw on other sources of information and analysis.</li></ul>
<b>New and Original Thinking</b>	<ul style="list-style-type: none"><li>• Originality of approach and methodologies.</li><li>• Innovative thinking and insights.</li></ul>
<b>Quality of Presentation</b>	<ul style="list-style-type: none"><li>• Clear language and presentation of facts and arguments.</li><li>• Innovative and effective use of design and communication technologies.</li><li>• Good use of expert consultants.</li></ul>
<b>Impact (measurable and qualitative)</b>	<ul style="list-style-type: none"><li>• Engagement within the consulting firm.</li><li>• Impact on the consulting firm and its relationship with clients.</li><li>• Influence on the consulting firm's brand and reputation.</li><li>• Media and other external interest and take-up.</li><li>• Evidence of follow-up activities.</li><li>• Links to specific client work and the development of consulting expertise.</li><li>• Wider impact of thought leadership on society or clients performance</li></ul>

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