

MCA AWARDS 2026

JUDGING CRITERIA:

BEST USE OF THOUGHT LEADERSHIP

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

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