

# Judging Criteria



## Best Use of Thought Leadership

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

Judging Criteria	What are the judges looking for?
Evidence of High Quality Research	<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>
New and Original Thinking	<ul style="list-style-type: none"><li>• Originality of approach and methodologies</li><li>• Innovatory thinking and insights</li></ul>
Quality of Presentation	<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>
Impact (Measurable and Qualitative)	<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>• Media and other external interest and take-up</li><li>• Influence on the consulting firm's brand and reputation.</li><li>• Evidence of follow-up activities</li><li>• Links to specific client work and the development of consulting expertise</li><li>• Media and other external interest and take-up</li></ul>