

## 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
<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</b> (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>■ 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>