

Five tips on writing a winning entry

1. Choose your category wisely

There may be several categories relevant to you, but you should select what areas you are most proud of and familiar with. Some categories have specific criteria so you should read the small print carefully.

2. Stick to the facts and tell your story

Provide solid evidence against the criteria. Avoid jargon and generalisations. You are telling a vivid story to show your personality and uniqueness. You need to write in a way that allows readers to truly understand who you are and what you have achieved specifically.

3. Keep it simple

Be clear and specific. Ensure your entry is concise and easy to understand, and provide background to outline your objectives and strategies. Give specific examples and avoid jargon. Answer the question precisely by breaking up the various sections to further answer specific questions rather than submitting a generic entry. Use only the provided entry format to structure your entries. Stick to the word count per section. Avoid using any form of organisational branding. Creating a narrative format will help secure the judges' attention.

4. Business case

Try to relate your service to the requirements of the business – how it supported the business and its return on investment. Tell the judges what business problem you were trying to resolve and how your solution helped in commercial terms. Show how the initiative was done by HR for the business, not for HR. Keep timescales in mind regarding certain initiatives.

5. Start early

Always proofread your work. Spelling mistakes and typos can ruin an otherwise sound entry. Give yourself plenty of time to put together a solid entry. Don't leave it too late and be forced to rush something – start now!