Application Tips

Strong Applications Do These Things

1. **Tell a connected story.**
   - Link needs identification to design.
   - Link needs and design to alignment.
   - Link needs, design, and alignment to evaluation strategy.
   - Link needs, design, alignment, and evaluation strategy to results.

2. **Within your story, address these questions:**
   - What issue did you identify?
   - How did you solve the issue?
   - What feedback did you receive?
   - What changes or updates based on lessons learned did you make?
   - What are the solid business value results?

3. **Pay attention to "what, why, how," questions:**
   - Answer what is asked.

4. **Avoid jargon. Explain any acronyms.**

5. **Are thorough.**
   - Don't take shortcuts (for example, copy and pasting the same answers for different questions).
   - Use the full word count provided.

6. **Include evaluation strategies that are well thought out, measure what's meaningful to business, go beyond smile sheets.**

7. **Ensure results are explained, measured well, and supported with evidence.**
   - Award-winning practices have sustained results proven over time.
   - They demonstrate impact.

8. **Show proven metrics.**
   - Make sure any metrics you share are clearly and strongly substantiated in your answer.

9. **Ask a colleague to proofread and review for clarity, concise storytelling, and typos.** (Points are not deducted for grammatical errors, but it's always a good idea to have someone else take a look at your application before submitting.)

10. **Are submitted on time.**

Access additional resources and see upcoming application windows at td.org/EIP.