

# Entry Tips

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MIDDLE EAST  
Excellence in Talent  
Development Awards



## Follow these tips to submit a strong entry.

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. **Be 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 initiatives 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 entry before submitting.
10. **Submit your entry on time.**

**Access additional resources and see entry windows at [td.org/middle-east-awards](https://td.org/middle-east-awards).**