



MPF Awards  
For Management  
Excellence

## How to improve your chances of getting shortlisted

At several Judges' meetings, submissions have inspired lengthy debate between those allocated to the category and others who know the firm and feel that a particular submission did not do it justice. To reduce the likelihood of this recurring, this brief guide is provided for those completing submissions

### Read the instructions:

It is amazing how many people stall at the starting grid. Failure to read the instructions is guaranteed to disappoint the judges and may result in your submission being rejected out-of-hand. Obvious things to make sure of include:

- Submit on time
- Include specified items, for example client testimonials
- Provide no more than the number of words requested

### Select your categories:

The judges are looking for evidence that an initiative/activity has achieved its goals. This can take years. You are more likely to succeed with an 'old' initiative/activity that has come good than a 'new' initiative/activity that shows promise. If you choose to submit the same initiative/activity in different years, you must show clear evidence of progress.

### Team-based approach:

If you want to do justice to your submission, treat it with the same team-based approach that you would devote to an important client proposal document: management should select which categories to enter, brief a team member to research the opportunity, prepare the first draft, and then everyone should work together to finalise the submission.

### Research and consult:

Before writing anything, consult widely amongst colleagues to find out what they see as special about the initiative/activity. Expect each to give you a different perspective.

### Make it standalone:

Try to ensure that the application stands on its own. There is nothing more irritating for a judge wanting to assess the merits of a submission than having to wade through multiple pages of a firm's website.

### Don't undersell yourself:

While the judges may already be familiar with your firm, they have to work with what they are provided. An initiative/activity may be fantastic, but omitting key aspects will almost certainly result in your firm losing out.

### Prepare an outline

Gather your thoughts and put together a summary for management. Ensure you get their sign off before going ahead. It helps reduce last minute panics.

### Be honest:

Describing a new initiative/activity in glowing terms when the relevant part of your website is still 'under construction' is not recommended.

### Focus:

Content is always king with submissions. Expressing the essence of an initiative/activity in a few words is a big challenge. Don't assume that any old words will do.