

## How to write a winning entry



### Leave yourself enough time.

Putting together a solid entry takes effort and time. Don't leave it until the deadline to rush something that won't do justice to your hard work.

### Keep it simple and to the point.

Focus on what the judges are asking for — it's all laid out in the criteria. They appreciate clear, plain language, free from jargon and unexpected acronyms. Be sure your entry is easy to understand.

### Answer the question.

For every category, there are specific guidelines and requirements that must be directly addressed. Read the questions carefully and draw links back to all the Awards criteria as you put your entry together.

### Remember to demonstrate the business relevance of your work.

Every year, Gartner Awards judges mark down submissions that fail to demonstrate how the work was relevant to their broader organization's priorities. Ensure you tell the judges what business challenge you aimed to resolve and how the intervention helped achieve business goals. Demonstrate how you have helped the business achieve goals by sharing relevant metrics.

### Address the challenges.

No individual or team is perfect, so do not shy away from mentioning issues that arose during the project. Our judges want to hear about how you've addressed difficult situations and tackled them effectively.



### Entry deadline:

June 30, 2026

[→ Learn More](#)



## Provide solid evidence.

Provide relevant evidence against the criteria wherever possible. Include specific data, like employee engagement/performance, and the impact on business measures, such as increased revenue or profitability. You can send us additional supporting materials that prove results.

## Be passionate.

Explain why you're passionate about your project, why it's important and the context, so the judges can understand the scale of what you have achieved and why it's exciting to you and the rest of the organization.

## Include testimonials.

Sometimes, the data doesn't tell the full story. If it helps, provide a more complete picture of what you achieved and collect reviews from colleagues and business partners on the value of your project. Use storytelling. Just remember to get permission first and source each one.

## Proofread your entry.

Before you submit the entry, make sure it is thoroughly vetted. We suggest having an editor, a senior team member or a peer review your entry.

## Follow the rules.

The Awards rules apply to everyone, so read the terms and conditions carefully, keep to the word count, answer every question and make sure to submit your entry online before the deadline.



### Entry deadline:

June 30, 2026

[→ Learn More](#)