**Step 1: Business-Relevance of the Work** (max.100 words)  
In this section, briefly summarize the **business problem** that your work helped solve and/or the **business goal** that your work helped achieve. Make sure you articulate why your CEO (or equivalent) would care about what you did.

**Step 2: What You Did** (max. 400 words)  
Provide full details of your entry, including:

* How you took a strategic approach in your work
* The steps you took
* Examples of relevant tactics or deliverables

[enter text here]

[enter text here]

**Step 3a: Evidence of Business Impact** (max. 200 words)  
In this section, provide evidence of your **business impact**. Submissions that can link the work to business-relevant measures or outcomes (e.g., increased sales, revenue, wallet share, sales conversion rate, share price, employee retention, employee productivity) will be looked upon more favorably.

**Step 3b: Evidence of Behavioral Impact** (max. 200 words)  
In this section, provide any other evidence of how your work contributed towards the business impact (e.g., people’s behavioral change, qualitative feedback from stakeholders).

[enter text here]

[enter text here]

[enter names of files you’ll attach]

**Step 4: Attach Examples of Your Work and/or Impact**(optional, max. 5 attachments)In this section, you are encouraged to share a maximum of 5 attachments that demonstrate the quality of your work and the impact it had on your function and/or the broader organization (e.g., specific slides from presentation decks, internal or external recognition of your work, dashboards, reports etc.).

Please remember that this is a draft template. You must submit your entry online via Award Force by the deadline: <https://gartner-marketing-comms.awardsplatform.com/>