

# Copper Quill Judges' Tips

## for Award-winning Entries



1. Describe the business problem the project sought to solve.
2. Clearly state the project's measurable goals and objectives, as aligned with overarching business strategies.

*Examples of measurable goals/objectives:*

- Improve employee productivity by <x%>
- Improve employee engagement by <x%>
- Increase sales or lower costs by <x%>
- Protect/improve organization's reputation in public view by <x%>
- Increase shareholder value by <x%>

3. Define the target audiences and key stakeholders.
4. Identify the project's qualitative and quantitative success measurements, for example, whether "output" or "outcome" was measured.

*Examples of output goals:*

- Results coming from <your project's> activities, often in the form of media coverage or internal-facing collateral

*Examples of outcome goals:*

- Increased **awareness** of <your project> among the target audience from <x%> to <x%>
- Development of an **understanding** of <your project> by <x%> among the target audience by the end of the project
- Improved **behavior** of <desired behavior> by <x%> across the target audience

5. Explain whether the project plan actually solved the business problem and whether it met or exceeded the intended goals and objectives.
6. Check and correct grammatical and typographical errors in the application.

