



heroes

HERoes Nomination Questions: Completion Guidance

This is a guide to the supporting information questions for the **HERoes Women Role Model Lists**. All entries are scored by our judges to help determine which individuals will appear on our latest lists, and at which position. This guide is designed to clarify what type of activity and evidence should be put into each question response, and what our judges are looking for in the responses of a potential Role Model.

Please note that all our Role Model questions are seeking to understand what you are doing **outside of your everyday work** to inspire and develop the next generation of diverse talent. This means activities which are a standard part of your role at your organisation cannot be included or scored. This is especially important for D&I professionals and anyone with specific D&I responsibilities (such as internal recruiters for example) who will need to demonstrate they are going above and beyond the standard remit and expectations of their role to be included on our Role Model lists.

General Guidance:

All of the questions have a word limit so we expect that responses will be concise. Our judges score only for the activities and achievements you outline and there are no scores assigned for the 'style' of your response. We welcome bullet points and lists where relevant.

We are interested in work that makes a difference. Therefore providing information on the specific outcomes and impact of your activities in all responses is important for our judges to be able to understand and appropriately score the scale of your achievements. Supporting this with any statistics, feedback or examples you have will enhance your responses and the likely scores awarded.

Responses on our online form cannot be saved prior to submission. We therefore suggest that you prepare your answers first and then cut/paste them onto the form once complete.



Question Guidance

Question 1

What activities have you undertaken to make your organisation or workplace more welcoming and inclusive for women? What was the outcome of this, and how has it made an impact?

This question covers all the work you have done to increase inclusion within your own organisation, or with internal audiences.

This could include:

- If you have taken part in existing groups promoting inclusion for women internally and/or have actively participated in internal events and initiatives.
- If you have been involved with internal groups (including a leadership role) and/or internal events, mentoring and can demonstrate that you have driven specific initiatives which have had a clear impact on inclusion for women.
- If you have driven specific groups/schemes or programmes internally dedicated to inclusion for women and have been a leading figure internally for inclusion activity supported by internal media.



Question 2

What activities have you been involved with not associated with your organisation or workplace to help achieve positive change for women? What was the outcome of this, and how has it made an impact?

This question covers any the work you have done separate to your own organisation for external audiences. This would usually be work that is outside your working hours, and which takes place outside of your office.

This could include:

- If you have been involved with women's inclusion externally, either through sponsorship or donations.
- If you have been highly involved with women's inclusion mentoring, charities and/or public organisations (including a leadership role) and/or events where you've acted as a spokesperson on behalf of women's inclusion.
- If you act as a public figure (outside of the workplace) advocating for and/or representing women's inclusion through external media. This includes actions such as making public statements, being involved with articles, television appearances and any other publicity.



Question 3

Please list any awards or recognitions you've had in the last two years.

Part of being a successful Role Model in business is your visibility, perceived expertise within your chosen field, and ability to influence change. Awards and recognitions help build your business profile and are therefore considered and scored by our judges.

This could include:

- Diversity and Inclusion awards or recognition
- Major National Business awards or recognition
- Major International Business awards or recognition
- National awards and recognition that are specific to your field/ Industry
- International awards and recognition that are specific to your field/ Industry



Guidance on your Personal Statement

The personal statement is an opportunity to signpost judges to the exact characteristics and achievements which make you a great potential Role Model. It is also an opportunity to include any specific circumstances or events in your life that have driven you to make a difference.

Judges cannot score based on emotion, so please tie anything you mention in your personal statement directly to how it has made you a more effective Role Model for women.

Your ability to influence others is a key element of being a Role Model, so please include precise details of your current role at work including the number of people internally that you oversee (if relevant).

Your personal statement should include;

- Your current role and seniority at work (including any promotions achieved in the last two years) and how this allows you to be a Role Model to others and enact workplace change.
- Your most significant contribution to improving inclusion for women.
- If relevant, any information on your personal journey or any specific life events which have influenced or inspired their work supporting inclusion.
- How you believe you best embody the characteristics of a Role Model for others.