

# Making a Difference Awards 2023

Recognising Professionalism

## Making a Difference Recognition Award

The Making a Difference Recognition Awards highlight individuals across different sectors in insurance who have gone above and beyond to display exemplary professionalism in their workplace, and with their customers.

Throughout 2023, each award will recognise one individual across the Broking, Claims, General Insurance, Life Insurance, Reinsurance and Underwriting sectors. Entries are open to all regions.

These awards recognise an individual who has demonstrated outstanding professionalism, commitment, achievement and passion in the insurance industry between 2022 and the closing date of the submission.

You may nominate a colleague/peer or self-nominate.

### Criteria

Entries must provide the following:

1. A brief career synopsis.

This should include:

- what attracted you to your industry
- an outline of the roles you have held
- what is the one thing you love most about your industry.

WORTH  
20%

2. a. Provide an example of where you contributed to improving the customer experience within the insurance industry.

- Describe the impacts that this had on the customer, your organisation, and the community.

WORTH  
80%

Entries must be a video presentation and no longer than 5 minutes.

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# Tips and Guidelines

The following tips and guidelines provide an insight into the judging process and will assist you in creating your entry.



## 1. The Judging process

Judges are bound by confidentiality agreements and recuse themselves when a potential conflict arises. At no time are judges who have identified a conflict allowed to watch or deliberate on an entry.

There are two parts to the judging process.

**Round 1** – Entries will be reviewed to ensure they have adhered to the time limit and address the criteria.

**Round 2** – Each judge independently reviews and marks the entries that pass round 1. The judges then submit their marking sheets and scores to ANZIIF, which are collated and used to establish the winner.

*Note: Sponsorship management and judging are separate processes. Sponsors play no part in selecting the finalists or winners. Each entry is assessed on merit against the judging criteria.*



## 2. Keeping to the time limit

Entries are required to meet the specific time limit. Entries exceeding the time limit by more than 10% will not reach Round 2 for the Judges to review.

Pay attention to the weighting of each question, as this will help you to decide where to focus your efforts.



## 3. Addressing the criteria

If you do not fully answer a criterion, you will receive low marks, reducing your entry's chance of winning. Judges only base their decisions on the information you provide in your entry, so make sure that you answer each part of each question thoroughly. Check the weighting of different criteria to determine which questions require the most effort.

Entries failing to address any of the criteria will automatically be disqualified and not sent to the Judges.

Avoid making vague or unsupported claims. Entries should include data and evidence as doing so ensures credibility and believability.



## 4. Tips for recording your entry

Judges are only allowed to use the information provided in an entry, so putting effort into your video is important.

The Judges will not view external links or appendices. Remember, the Judges have many entries to evaluate, so make yours memorable and easy to watch.

## Modulate your voice

Keep listeners interested and your facial expression friendly. Avoid speaking fast, rambling and speaking in a monotone voice.

## Keep it brief

Restrict the speech to the time limit – don't include unnecessary comments unrelated to the criteria.

## You need to be persuasive

Spark the listener's interest.

## Practice, practice, practice

The best way to get comfortable delivering your presentation is to practice it until the speed and pitch come naturally without sounding robotic.

## Know your audience and speak to them

Avoid unfamiliar terms and jargon.

## Express confidence

Keep your chest high, shoulders back and smile when delivering your speech\*. Use a strong speaking voice and

## be aware of your body language.

*\* This applies even if you are recording audio only over a PowerPoint.*

You don't need to spend a lot of money or time on presenting the most creative or visually appealing entry. A well-spoken, thoughtful response will attain a higher score than an entry that is highly creative but doesn't address the criteria.

Consider asking an independent person who is not close to the entry to judge it against the criteria to ensure you have not missed anything.



## 5. Submitting

- PowerPoint presentations will be watched in presentation mode, so any audio and/or video can be accompanied by slides.
- Presentations must not exceed 5 minutes and 50MB.
  - PowerPoint presentations must be submitted in Microsoft PowerPoint format. The file must be named as follows: first initial\_surname.ppt (e.g. j\_smith.ppt)
  - Videos must be submitted in mp4 format. The file must be named as follows: first initial\_surname.mp4 (e.g. j\_smith.mp4)



## 6. Help and further information

If you're in doubt or need help, give ANZIIF a call. The team is well versed in the criteria and can answer any questions about the criteria or the process. Asking us may help you to improve your entry. Please feel free to contact **Melanie Hansen** on **+61 3 9613 7235** or via email [mhansen@anziif.com](mailto:mhansen@anziif.com)