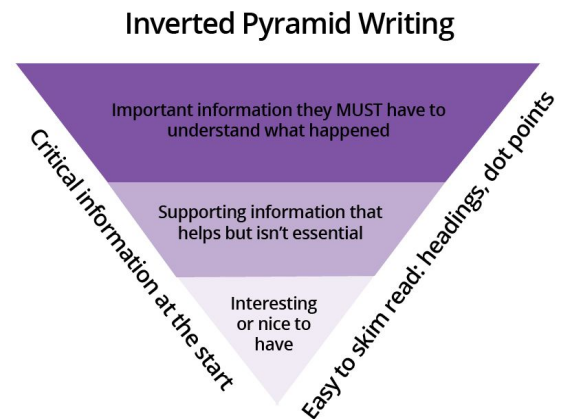


# My WITWA Awards Submission

It's your turn to shine at the WITWA Tech [+] Awards 2020!

## Tips for top applications:

1. Refer to yourself in third person “Kate is a highly experienced...”
2. Avoid buzzwords and overused phrases
3. Tell your application as a story to a friend
4. Try using the ‘Inverted Pyramid’ writing technique
5. Keep it short n sweet - remove any unnecessary words
6. Use bullet points, lists and sub-headings to assist
7. Remove repetition from your application
8. Make sure you answer the question!
9. Spell check and get a friend/colleague/editor to read it



## Additional resources:

About the Tech [+] Awards 2020

[www.witwa.org.au/initiatives/tech-award/](http://www.witwa.org.au/initiatives/tech-award/)

How to apply using Award Force

[www.witwa.org.au/wp-content/uploads/2020/07/WiTWA-Awards-launch-presentation-slides.pdf](http://www.witwa.org.au/wp-content/uploads/2020/07/WiTWA-Awards-launch-presentation-slides.pdf)

How to use storytelling to stand out

[www.witwa.org.au/award-winning-submissions-how-to-use-storytelling-and-hemingway-to-stand-out-from-the-competition/](http://www.witwa.org.au/award-winning-submissions-how-to-use-storytelling-and-hemingway-to-stand-out-from-the-competition/)

Inverted Pyramid writing technique

[www.nngroup.com/articles/inverted-pyramid/](http://www.nngroup.com/articles/inverted-pyramid/)

Advice from past winners

<https://www.witwa.org.au/what-past-tech-award-winners-say/>

# Question 1 (Personal Determination)

## **Q1 - Personal Determination (250 words max)**

Provide evidence of how you demonstrate your **ability to overcome business challenges** with **tenacity, determination** and **grit**

**Evidence I can use to support my answer:**

- 
- 
- 

**My answer goes here:**

“It turns out judges are also human and including adversity in your awards submission makes it intriguing. It’s okay to write about the difficulties... and how, despite these challenges, you still reached your end goal”

- WiTWA blog, “Writing A Winning Award Submission”

# Question 2 (Technical Strength)

## **Q2 - Technical Strength (250 words max)**

Provide evidence of how you demonstrate your ability to provide **fresh innovative approaches** and push boundaries for **better business outcomes**

Describe how this has delivered **valuable impact, locally/regionally**

### **Evidence I can use to support my answer:**

- 
- 
- 

### **My answer goes here:**

“Sarah Mitchell encourages “blurting it all out”. Then, take some time away from your application. When you sit down and take another look at the ugly first draft, ask yourself: “Is every word working for me?”

- WiTWA blog, “Writing A Winning Award Submission”

# Question 3 (Leadership)

## **Q3 - Leadership (250 words max)**

Provide evidence of how you demonstrate **exceptional and progressive leadership** and encourage diversity; mentor and inspire others to achieve their goals; forge new and innovative pathways that demonstrate foresight/vision.

### **Evidence I can use to support my answer:**

- 
- 
- 

### **My answer goes here:**

"You are not scared to start your dream. You are embarrassed to be seen starting small"

- Brendon Burchard

# Preparing your profile

**For Tech [+] Awards entrants:** This will be publicly displayed during the People's Choice Voting Round and on the inspiring role models page after the Awards are announced. For examples, please see the Role Models page (<https://www.witwa.org.au/initiatives/role-models/>)

*Your profile is not part of the judging Criteria. But it will be displayed on the role models page. Use this as a chance to share your story with the world!*

## **PUBLIC HEADLINE (1 - 3 words)**

This is one, two or three words describing what you do.

*We recommend not using your job title. See Role models page linked above for examples.*

*My headline goes here...*

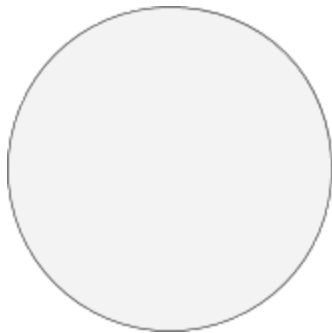
## **PUBLIC BIO (120 words max)**

Please provide a brief biography in the third person, focusing on your achievements, not your employer. See *Role models* page for examples.

*Practice your bio here...*

*Refer to yourself in third person, e.g. Kate is a highly experienced..." not "I am a highly experienced ..."*

*You can use the evidence that you answered the questions with, or tailor this bio to a slightly broader audience: future industry, employees, younger women entering tech, friends, family*



*You will also be required to fill in links for your social media profiles when you fill in the application online, and upload a headshot.*

*We recommend that you find a great headshot, with neutral lighting (no harsh shadows) that you can upload.*