

CATEGORIES & SCORING

The TLFT Awards sets out to recognize outstanding contributions in the thought leadership space and reward initiatives that have a measurable impact on the world around us. Our categories reflect the diverse approaches, strategies, and metrics of impact that power the overall effectiveness of a thought leadership initiative.

TLFT AWARDS EVALUATION

All submissions are evaluated on their ability to demonstrate the 4Rs of Thought Leadership, as well as their use and analysis of data. Each award category attributes a different weight to each of the 4Rs, and may include additional judging criteria that reflect the intention of the award.

Submissions will be individually scored by a judge before heading to a panel stage, where marks will be ratified and confirmed by our head judge, Ty Heath.

CATEGORIES

1

Thought Leadership Brand Elevation Award

This award honors organizations that have successfully used thought leadership to build and enhance their brand presence. The focus is on how thought leadership content has contributed to brand recognition and trust within the industry and among customers.

Criteria:

- Quality and consistency of thought leadership content.
- Measurable impact on brand awareness, trust, and perception.
- Use of multiple channels to disseminate content (e.g., articles, social media, webinars).

2

Thought Leadership Commercial Excellence Award

This award recognizes organizations that have used thought leadership to achieve specific business goals, such as lead generation, sales growth, and market expansion. The emphasis is on the alignment of thought leadership with commercial priorities.

Criteria:

- Alignment of thought leadership content with business objectives.
- Demonstrable impact on lead generation and sales performance.
- Integration of thought leadership in marketing and sales strategies.
- ROI and business outcomes attributable to thought leadership efforts.

3 Thought Leadership Design Award

This award celebrates organizations with outstanding design of thought leadership content. It focuses on how visual communication, user experience, and presentation format can make complex ideas more accessible, engaging, and memorable.

Criteria:

- Visual appeal and consistency—the design's overall aesthetic quality and coherence across various thought leadership materials.
- Effectiveness in presenting complex data or ideas through infographics, data visualizations, or other visual formats that enhance understanding.
- Intuitive user experience that facilitates engagement.
- The extent to which design elements reinforce and elevate the organization's brand identity.
- Accessible and inclusive for diverse audiences, including those with different abilities.

4 Thought Leadership Industry Catalyst Award

This award recognizes organizations whose thought leadership has shaped industry discussions and influenced the direction of the sector. The focus is on the broader impact of thought leadership on peers, competitors, and industry bodies.

Criteria:

- Influence on industry trends and practices.
- Recognition by industry bodies and media.
- Audience engagement and feedback.
- Adoption of thought leadership insights, frameworks, and/or terminology by peers and competitors.
- Demonstrable impact on industry standards and policies.

5 Thought Leadership Rising Star Award

This award spotlights individuals or organizations that have been actively engaged in thought leadership for three years or less but have already made a notable impact. It aims to support new entrants who bring fresh perspectives, energy, and approaches to thought leadership—and inspire others in the field to try something new.

Criteria:

- Unique, fresh insights in a growing library of high-quality thought leadership content.
- Demonstrable increase in influence, reach, and impact of thought leadership efforts over time.
- Demonstrable ability to actively engage with a growing audience for various channels.
- Clear vision and strategy for how their thought leadership will continue to evolve and influence the industry in the future.

6

Thought Leadership Sustainable Development Award

This award recognizes individuals or organizations who have used their expertise, platforms, and influence to raise awareness, shape public opinion, and inspire action on pressing social issues. The award highlights the power of thought leadership as a force for good.

Criteria:

- Significant, timely content that provides substantive insights into a clearly defined social challenge or set of social challenges.
- Evidence of how the thought leadership initiative has influenced public opinion, policy, or behavior related to the social issue.
- Demonstration of responsible and ethical practices in addressing sensitive social topics.
- Reach and engagement, as well as efforts to partner with organizations and experts to amplify the message and increase impact.

7

Thought Leadership Storytelling Award

This award celebrates the art of storytelling as demonstrated through clear and engaging prose, skilful use of language, and the capacity to capture and maintain reader interest.

Criteria:

- The ability to explain complex concepts in a clear, logical manner.
- Consistently impeccable grammar, punctuation, syntax, and style.
- The power of the writing to convince, influence, or inspire action among readers.
- Seamless incorporation of different elements—including data visualizations, research, and expert insights—into the narrative without compromising readability.