



CIP SOCIETY NATIONAL LEADERSHIP AWARDS NOMINATION GUIDE

This guide provides you with an introduction to the nomination process for the National Leadership Awards. Please note this is not the nomination form.

TWO-STEP NOMINATION PROCESS

The nomination process includes two steps:

1. **An assessment survey** to help you quickly assess your candidate on the personal and professional qualities that define leadership as set out by the awards program (**must be submitted by June 1**); and
2. **A nomination form** which asks you to provide supporting evidence to describe how your candidate demonstrates the leadership qualities set out by the awards program, and to provide a résumé and supporting referees' statements from the candidate's community (**must be submitted by June 30**).

STEP 1: THE ASSESSMENT SURVEY

In the survey, you will assess your nominee based on the [leadership qualities outlined](#) for the CIP Society National Leadership Awards Program. The CIP Society believes that if your nominee is a true leader, he or she can demonstrate leadership in all aspects of life, including in the insurance industry and his or her community where he or she lives.

As such, your nominee should demonstrate, at a minimum, “consistent strength” for all the qualities listed for the [Emerging](#) or [Established](#) Leader categories. If your proposed nominee is demonstrating “inconsistent strength” to “little evidence” of the quality, then perhaps he or she needs a bit more time, experience and/or mentoring to progress his or her leadership development. While no two leaders are alike, you may find it helpful to review the precedent set by past recipients. [Profiles of the honourees](#) inducted into our Leadership Circle are available online.

The assessment survey will provide the CIP Society with important information about your nominee, and determine if he or she meets the minimum (“consistent strength”) criteria of the program, in which case, you will be encouraged to proceed with the nomination process.

Please note that successfully completing the assessment survey does NOT guarantee your nominee will be selected as a Leader this year.

Should your nominee not meet the minimum criteria based on the assessment survey, you will be asked to reconsider the nomination for a later time.

STEP 2: THE NOMINATION FORM

Once you have completed the assessment survey, and your nominee meets the minimum criteria to be considered for the awards program, you will receive an email from the CIP Society with the appropriate nomination form to complete.

There are two separate nomination forms: one for Emerging Leader and one for Established Leader. Each of the two forms includes five long-form questions. There’s one question each pertaining to the nominee’s:

1. personal qualities
2. professional commitment and accomplishments
3. industry contributions
4. community contributions
5. qualities that set him or her apart from the competition

In the space provided on the form, please give concrete examples of how your nominee meets all the criteria of the award. Include insightful stories from the workplace and the community, keeping in mind that community contributions can be the most difficult to illustrate. **Good stories help bring your nominee to life** and make him or her stand out not just as a wonderful employee, or boss, or instructor, but as a true leader worthy of national recognition.

In addition to a completed nomination form, a full nomination package includes a résumé (or biography or summary of qualifications), and a minimum of three to a maximum of five reference letters.

Remember that it is up to you as the nominator to clearly substantiate your nominee's leadership qualities on the nomination form, and to demonstrate that his or her leadership has been **impactful, collaborative and/or innovative** so as to merit a National Leadership Award. The selection committee has only your submission to assess and will need evidence that your nominee is the true leader they are looking for.

In the spirit of "leaders nominating leaders," please note that self-nominations will not be considered.

Nominations for the National Leadership Awards are open from **March 1 to 11:59 pm EDT June 30**.

HELPFUL QUESTIONS TO ASK YOURSELF

Here are some questions you should ask yourself about the nomination package you are putting together:

- i. Does the content fully reflect my nominee?
- ii. Have I written the nomination in the clearest and most accessible language?
- iii. Have I included stories from real life that a) bring my nominee to life, and b) demonstrate his or her leadership qualities?
- iv. Have I reached out to the various people who know my nominee from different walks of life in order to gather as much relevant information as possible?
- v. Have I given supporting evidence of my nominee's leadership qualities outside of the industry?

When in doubt, please contact your local or national Insurance Institute for assistance.

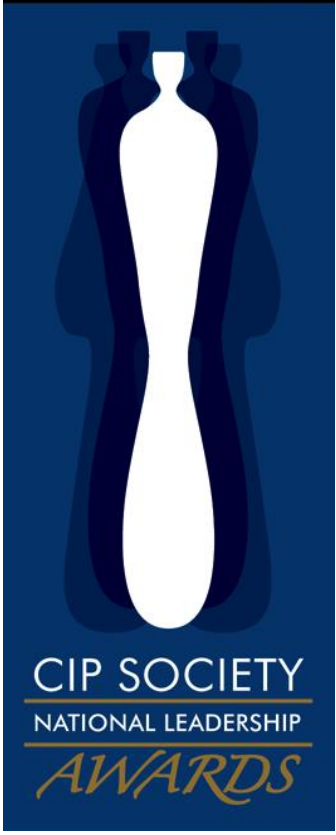




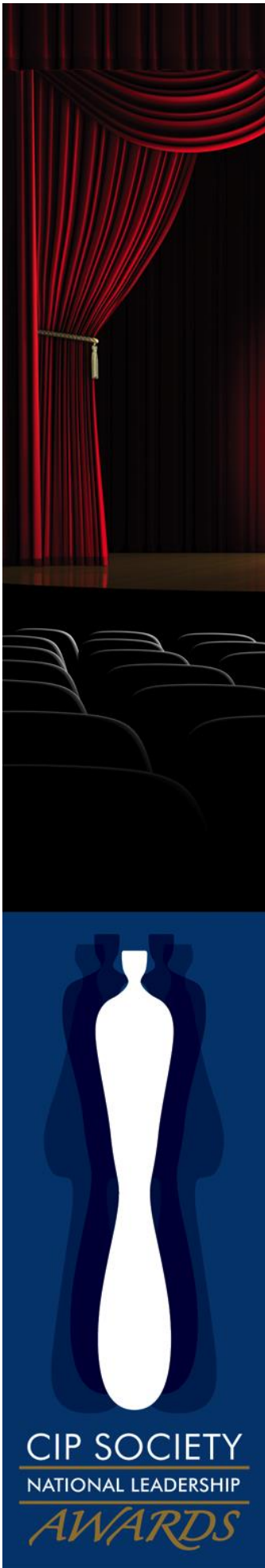
TOP NOMINATION TIPS

1. **Work with a team:** While you probably know your nominee very well, you may not know everything there is to know to about him or her, and working with colleagues can help you gain insight into your nominee's leadership abilities from multiple perspectives.
2. **Pay attention to the point system:** To help guide the nomination process, a maximum number of points has been assigned to each question on the form, and to each additional requirement of the package. Use the point system to guide how much emphasis you put on each. While not definitive, the point system has been provided to help you complete the nomination package as comprehensively as possible. The selection committee uses the point system as a reference, but not as the final deciding factor.
3. **Become a detective:** If you're not sure how your nominee got into the industry, or need more examples of how he or she contributes in the community, you can start by checking his or her resume or online profile. In addition, you may find that you learn something new and exciting about your nominee from one of the reference letters. Take the opportunity to elaborate and include the information in the appropriate section of the nomination form.
4. **Make the most of the reference letters:** You should consider including references from all areas of your nominee's life to ensure a full picture of his or her leadership is presented. References can be a combination of the following to demonstrate the nominee's professional, industry, and community leadership qualities:
 1. Local Institute/Chapter,
 2. Workplace reference (e.g. superior),
 3. Peer/Relationship reference (e.g. supplier, broker, etc.),
 4. Mentor/Mentee/Direct Report/Student (e.g. if a manager or an instructor),
 5. Industry contribution reference, and/or
 6. Volunteer/Community involvement reference.
5. **Be specific, giving examples of leadership qualities:** Try to be as specific as possible in demonstrating your nominee's leadership qualities in action. While preparing the nomination for your nominee, elaborate on the statement, "My nominee is a good mentor and team leader," by providing details, for example, "as demonstrated by the unanimous support she garnered for an important project in our organization. She did this by . . ." The more detailed a story you tell, the better the selection committee can get to know your nominee and the reasons why he or she deserves to receive the award.

For more examples see table on the next page.



Don't just say your nominee is:	Substantiate the quality with an example:
Committed to education because they earned their CIP (or FCIP) designation.	Commitment to education is substantiated by continuous lifelong learning; by ensuring all direct reports earn their designations and continue their education, and/or contribute to internal training; or becoming an instructor with the Institute or other organization; or giving presentations and sharing their knowledge with others.
Excellent at their job.	Excellent at their job is demonstrated by the fact that through their leadership a project was completed; the division saw a profit; more employees were retained in that department; or other appropriate outcome measure. Ensure that the nominating committee understands that your nominee's leadership created some level of impact, collaboration, change or innovation.
An Institute instructor.	An excellent instructor is a great attribute that along with other qualities and contributions in all categories may help your nominee to be considered for a leadership award. You will want to demonstrate that as an instructor, they had an impact on students – substantiate with testimonials, with pass rates, etc.
Involved in the industry because they <i>attend</i> an industry event or <i>donate</i> to an industry organization – that demonstrates they participate and/or give, which is great, but we're looking for some level of contribution or commitment of time and decision-making to the industry.	Demonstrating commitment to the industry comes in various forms of decisive volunteer action in which they create impact, collaboration, change or innovation – for example: sitting on a committee or better yet, chairing the committee; organizing a group for a cause (that's not part of their job); being a speaker at or an organizer of an industry convention (as a volunteer); writing for trade magazines; etc.
Involved in their community because they <i>attend</i> a charity event or <i>donate</i> to a charitable organization – again, that demonstrates they participate and/or give, but not community leadership.	Leadership in their community is demonstrated by choosing a [non-industry related] organization to support because it means something to them on a more personal level than on a professional level, and they play an active role in that organization. At the same time, while it's honorable if your nominee demonstrates leadership as the coach of their daughter's little league baseball team, it's an even more substantive demonstration of leadership if they chose to continue in that role coaching little league even after the daughter has moved on.



ONE LAST BIT OF ADVICE

Don't be discouraged if your nominee is not selected. We understand that putting together a nomination package takes a lot of work and that, as the nominator, you are invested in the outcome of the process. Furthermore, you may have engaged your nominee in putting together the package and think that he or she will be very disappointed if he or she doesn't win. While that may be the case (everyone likes to win!), remember that for most people it is a great honour just to be nominated; it is a testament to the high esteem in which he or she is held by colleagues and coworkers.

If your nominee is not selected, please consider updating and modifying your nomination package and resubmitting it in a subsequent year. **Good luck!**