



Judging Criteria

All entries are reviewed by MSHPM's Awards Committee Chair(s). The following points are judged as they pertain to the nominee:

- Specific contributions to the profession
- Application and adherence of principles and ethics
- Leadership roles within the profession and/or community
- Professionalism pertaining to the nominee's constituents, co-workers and colleagues
- Teaching or mentoring experiences
- Public service work
- Past achievements, such as awards, published works, etc.
- Additional comments to support the nomination

2018

MSHPM Leadership Award Nomination

The MSHPM Leadership Year Award is the top honor presented to an individual by the Michigan Society of Healthcare Planning and Marketing (MSHPM).

This prestigious award recognizes a practitioner who has made a significant contribution to the profession of marketing and planning. This person stands out as a superior example of management who builds, leads and motivates a high performing team for the betterment of their organization. Consideration includes:

- Building or transforming an organization to succeed in today's competitive environment
- Innovative techniques or approaches in motivating his/her organization to create a high performance team
- Adopting new approaches in education and expertise to achieve extraordinary performance
- Catalyzing an entire organization's ability to understand, communicate and live the brand beyond the marketing department
- Leading and delivering business growth above and beyond industry benchmarks by leveraging cross-functional collaboration

In a given year, the recipient must have demonstrated outstanding leadership/management skills, innovative projects or programs that were challenging and/or difficult in nature.

Please send letter of nomination for the 2018 MSHPM Leadership Award Chair to Angela Witwer at angela@edgepartnerships.com by 5:00 p.m. on Friday, April 13, 2018.



NOMINEE

Date _____

Name _____

Home Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Company/Organization _____

Title/Position _____

Business Address _____

City _____ State _____ Zip _____

NOMINATOR

Name _____

Company/Organization _____

Business Address _____

City _____ State _____ Zip _____

Phone _____ Email _____



1. Professional Leadership

Provide specific examples of how the nominee has demonstrated excellence and initiatives in their business or profession.

2. Community Leadership

Provide specific examples of how the nominee provides valuable service to improve the quality of life for others in their community. Include type and length of service in civic and service organizations and initiatives.

3. Personal Leadership/Mentorship

Provide specific examples of how the nominee has actively assisted others in the profession in achieving their full leadership potential, and/or demonstrated support for their personal and professional advancement.

4. Additional Information Pertaining to Criteria

Include any additional information you feel is important for consideration of your nominee. Include awards, honors, publications, articles and/or testimonials that demonstrate service to their profession, community, and, most importantly, leadership.