

**2020 CEdMA**

**Impact Award Application**

**Introduction:**

**One of the toughest questions a training organization faces is what impact their efforts had. Sure, you can create a lot of materials, train a lot of people, but does it make a difference for your organization? For your company? Was it definitely the training organization that made the difference, rather than numerous other factors? And did the impact justify the investment that was made in the organization?**

**The CEdMA Impact Award seeks to recognize a CEdMA member who demonstrates excellence both in the impact they and their organization have, as well as their ability to clearly prove that impact.**

**Submission Instructions:**

**Complete the form below and submit it to** **marketing@cedma.org** **to apply for consideration of yourself for the CEdMA Impact Award. The last day to submit entries is March 31, 2020.**

**Submission Guidelines:**

1. **Submissions can only be made by current CEdMA members.**
2. **Submissions must reflect actual executed projects, not just ideas.**
3. **While there will be only one primary applicant, the entry can reflect the work of a team or other organization that the individual is affiliated with.**
4. **Only one Impact Award application per CEdMA member, per application period, so choose your best project. This does not restrict you from applying for other CEdMA awards, such as the Innovation or Service award.**
5. **You may be contacted if we have any questions regarding the information in your application.**

**Applicant Contact Information**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**If you win the award, who would you like the trophy to be made out to (for instance yourself, your organization, your company)?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Application Questions**

1. **What was the problem or opportunity that you saw?**
2. **What was the outcome you desired?**
3. **What was your original plan of action?**
4. **How was your plan executed? (What people and resources were required? What was the role of you or your team in the project? What obstacles did you encounter? What changes, if any, did you have to make to your original plan?)**

1. **What was the measured impact of your project? Please state the impact in percentage form rather than dollars or other direct measurements. (For instance a revenue increase of 20%, or 10% increase in attachment to sales.)**
2. **What was your methodology for data collection and measuring your results?**
3. **List the top three learning points (lessons learned, best practices, etc.) from this experience that you would want every CEdMA member to know.**