



*Recognition Where Due:
Tips for Writing Award Winning Nominations*

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DoD Annual Product Support & Sustainment Awards

<https://www.dau.edu/acquipedia/pages/article/details.aspx#!712>

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- **Defense Acquisition Workforce Individual Achievement Award** (Life Cycle Logistician of the Year)
- **Secretary of Defense Product Support Manager Awards** (ACAT I, ACAT II & Below)
- **Secretary of Defense Performance-Based Logistics Awards** (System Level & Subsystem Level)
- **Secretary of Defense Maintenance Awards Program**
- **Department of Defense Award for Supply Chain Excellence**
- **DoD Packaging Innovation Excellence Award & Packaging Production Achievement Award**
- **DoD Diminishing Manufacturing & Material Shortages (DMSMS) Program Achievement Awards**



Common Themes: affordability, effectiveness, integration, speed, outcomes, life cycle management

Success in: crafting & executing well-thought out, affordable product support strategies to meet warfighter readiness & cost requirements

As Well as a Myriad of Component Level Awards, Including:

- Admiral Stan Arthur Award (Navy)
- General Leo Marquez Award of Maintenance Excellence (Air Force)
- Secretary of the Air Force James G. Roche Product Support Excellence Award (Air Force)
- Chief of Staff of the Army Combined Logistics Excellence Awards, including Award for Army Maintenance, Deployment Excellence Award, and Supply Excellence Award Programs (Army)
- Outstanding Space Warfighters of the Year (Space Force)

RECOGNITION WHERE DUE

TIPS FOR WRITING AWARD-WINNING NOMINATIONS

by **BILL KOBREN**

Benefits of Recognition

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- **Enhanced Morale**
- **Improved Productivity**
- **Teambuilding**
- **Personal and Professional Satisfaction**
- **Motivation**
- **Recognition of Performance**
- **Enhanced Prospects for Promotion**
- **Timely, High-Value Feedback**
- **Unit Cohesiveness and Effectiveness**
- **Decreased Employee Turnover**
- **Retention of Talent**
- **Encourage Organizational Loyalty**
- **Increased Communication and Collaboration**
- **Facilitate a Culture of Success and Innovation**
- **Enhanced Personal or Organizational Reputation**

“The Basics”

- Review and understand the award criteria.
- Begin with desired outcome in mind.
- Follow instructions. If a page limit, don't exceed it. If format requirements, meet them.
- Begin early. Don't wait until last minute to get started.
- Build in time needed for internal review, edits, staffing, rework, and approval.
- No spelling or grammatical errors. Avoid tense shifts. Relentlessly root out passive voice.
- Confirm contributions occurred during specified period.
- Clearly convey why nominee merits recognition in the first place.
- Submit nomination on time and follow-up to ensure it was received.



“Getting Started”

- Review previous-year nomination submissions if available. What did earlier winning packages include?
- Critically ask yourself before you begin: Is the nomination truly competitive? Perhaps this simply “isn’t our year.”
- Be cognizant of scoring, weighting categories, and factors outlined in award instructions.
- If multiple category award criteria, “don’t put all your eggs (accomplishments) into one basket (single category).”
- Don’t overlook the importance of lesser weighted categories. A so-called “less important category” may separate the winner from the runners-up.
- Don’t let pride of authorship cloud your judgement. No matter how good you think it is, the nomination can always be better.
- Seek subject matter experts, mentors, or trusted colleagues to review your nomination package and provide feedback.
- Steer clear of unsubstantiated assertions. Don’t embellish, exaggerate, or overstate accomplishments.
- Edit, re-edit, then edit again. Eliminate extraneous words. Avoid “fluff.”



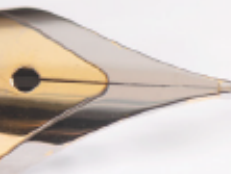
REMEMBER THE 3RS:

**RESULTS
RESULTS
RESULTS!**

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**“Keep in
Mind”**

- Focus on outcomes. Quantify benefits.
- More is not always better. Be concise. Brevity is often a force multiplier.
- Be specific. Cite specific examples.
- Avoid long, flowery, overly detailed verbiage. Avoid unsubstantiated superlatives.
- Reconfirm specific accomplishments actually occurred during the award period.
- Put yourself in the shoes of the assessors. Clarify, explain, or add context as appropriate.
- Highlight examples of innovation, initiative, creativity, “unique solutions, critical thinking, leadership.
- Cite credible sources; direct quotes can powerfully reinforce key points.
- Be certain your numbers are accurate if you cite specific dollar amounts.
- Differentiate between cost savings and cost avoidance.
- Focus on impacts and benefits. Remember the 3Rs: Results, results, results!



Constantly ask yourself the hard questions, such as:

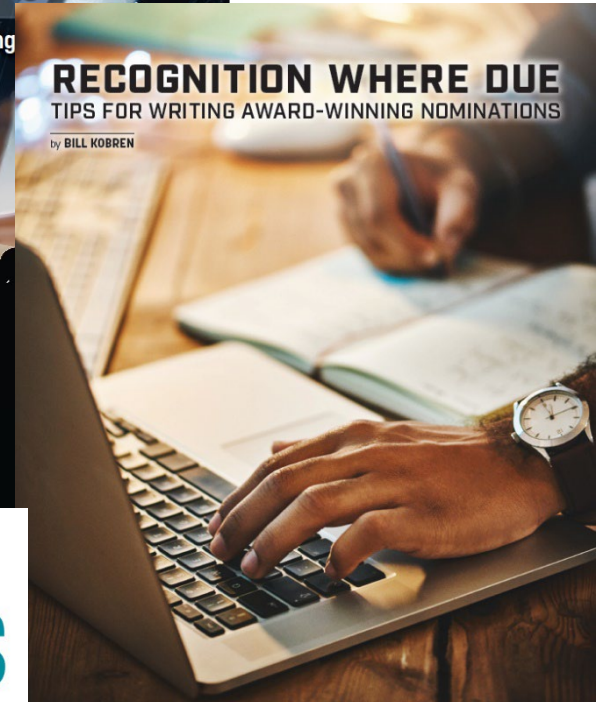
“SO WHAT,” AND “WHY DOES IT MATTER?”

Ask Yourself:

- What am I trying to accomplish? What will it take to get there?
- Does this nomination “stand out from the crowd”?
- Were improvements a one-time thing or ongoing over extended period?
- Were key metrics met? Exceeded? By how much?
- What difference did a specific accomplishment make?
- Did the nominee simply meet the standard, or did they exceed it? If the latter, by how much?
- Were there cost savings? If so, how much?
- Did the nominee directly contribute to organizational goals or outcomes?
- Did their efforts or initiatives contribute to success of other organizations besides their own?
- What sets the nominee(s) apart? What separates the “very good” from the truly “outstanding?”
- Relentlessly ask yourself: “So, what?” :Why does this matter?” “Why should the reader care?”

In Conclusion

- For additional insights:
 - “*Recognition Where Due: Tips for Writing Award Winning Nominations*” article in the new November-December 2022 issue of Defense Acquisition Magazine at <https://www.dau.edu/library/defense-atl/p/damag-nov-dec-2022>
 - Rewatch this “*Mentoring Moments: Win with Your Pen!*” webinar video at <https://www.dau.edu/event/Mentoring%20Moments%20Win%20with%20your%20Pen>
- And remember the adage: “If it is worth doing, it’s worth doing well”!



**MENTORING
MOMENTS**

Taking the time to recognize individual & team success by writing an award-winning nomination package is absolutely worth the time, energy, and effort!