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## The 2007 ODNC Impact Awards

A Showcase of Compelling Organization Development Results

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### ODNC Impact Award Application: Introduction

*The Organization Development Network of Chicago (ODNC) is seeking applications for the 2007 Impact Awards program.*

#### **Purpose of the Award**

The competition recognizes excellence in the practice of Organization Development (OD) in the greater Chicago metropolitan area. ODNC is dedicated to providing leadership, honoring excellence, and offering continuing education in the field in order to promote the highest levels of professionalism in OD.

#### **Organization Development**

Organization Development (OD) supports an organization's ability to achieve and sustain desired goals through structured, behavioral science interventions that promote organizational and individual effectiveness and health.

#### **Judges**

Judges are senior OD professionals and executives selected from business management, corporate OD departments, consulting and academia. They pay attention to your overall "case," responses in each category, and attachments. Please address each judging category and add any additional details you feel will be helpful.

#### **Eligibility**

Participating organizations may enter in one of three categories:

**Category A** (for-profit corporations, partnerships and organizations dedicated to generating return on investment);

**Category B** (not-for-profit organizations, education or governmental entities.);

**Category C** (consulting companies with a service-based fee structure.)

- Applicants must operate in the greater Chicago area (Cook, Lake, McHenry, Kane, Du Page, De Kalb, Kendall, Grundy, Will, and Kankakee counties).
- The initiative must have been launched within the past 18 months and still be operating/or producing results in 2007.

#### **Criteria**

The award is given for excellence in OD work, including these three elements:

- **Methods.** Actions or tools put together into a sound overall OD approach.
- **Values.** Reflecting OD Values in approach and results.
- **Impact.** Meaningful, measurable business results.

**Applicants must be available for one or two telephone interviews with judges, in December - January, to clarify and expand on the application.**



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## ODNC Impact Award Application: Instructions for Submission

- **Content.** Please describe your work in these categories (details on page 4)
  1. **Project Overview**
  2. **OD Methods & Values.**
  3. **Impact**You may add information that we have not requested, if you believe it will better help the judges see the value of your project.
- **6 Pages.** Your application may include up to six 8½" X 11" pages. Concise, to-the-point responses are preferred by the judges! Body text should be no smaller than ten (10) points. Figures and tables may use smaller fonts.
- **Attachments.** You may attach appendices or exhibits to the back of your application (in addition to the six pages) to illustrate the project. Please limit attachments. Pages of raw data, for example, are unlikely to be examined by the judges.
- **Email + Hard Copy.** Transmit completed applications both electronically (identified by Subject line: 2007 Impact Award Application) and by direct mail with an application fee of \$150 made out to OD Network of Chicago.

*E-mail:* [odnchicago@aol.com](mailto:odnchicago@aol.com)

*Printed copy:* Impact Awards Administrator  
ODN Chicago  
5443 North Broadway, Suite 101  
Chicago, Illinois 60640

- **January 15, 2008 Deadline.** Email must be electronically dated, and hard copy must be postmarked, by Friday, 1/15/08.

### Questions?

Please contact:

**Cheryl Scanlan-Hartman, Impact Awards Co-Chair**

**E-mail:** [chwhartman@aol.com](mailto:chwhartman@aol.com)

**Phone:** 773.620.1717



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## ODNC Impact Award Application: Contact Information

### CONTACT PERSON

NAME & TITLE OF APPLICANT \_\_\_\_\_

NAME OF ORGANIZATION \_\_\_\_\_

ADDRESS/PHONE/EMAIL \_\_\_\_\_

BEST WAY AND TIME TO CONTACT? \_\_\_\_\_

### MANAGEMENT SPONSOR

NAME & TITLE \_\_\_\_\_

NAME OF ORGANIZATION \_\_\_\_\_

ADDRESS/PHONE/EMAIL \_\_\_\_\_

BEST WAY AND TIME TO CONTACT? \_\_\_\_\_

### AWARD CATEGORY

**Category A** (For profit)      Equal/Over \$25 million \_\_\_\_\_      Under \$25 million \_\_\_\_\_

**Category B** (Not-for-profit)      Equal/Over \$5 million \_\_\_\_\_      Under \$5 million \_\_\_\_\_

**Category C** (Consulting)      Equal/Over \$2 million \_\_\_\_\_      Under \$2 million \_\_\_\_\_

***Thank you for participating in the ODNC Impact Awards  
Good luck!***

Organization Development Network of Chicago  
5443 N. Broadway, Suite 101  
Chicago, IL 60640

P: 773-561-4919 F: 773-561-1343

[www.odnetwork.org/odnc](http://www.odnetwork.org/odnc)

E-mail: [odnchicago@aol.com](mailto:odnchicago@aol.com)



## ODNC Impact Award Application: Project Description Guidelines

### PART ONE: PROJECT OVERVIEW

#### 1A. Project Goals

- What was the business case – needs, opportunities and investment plan?
- What strategic business goals were addressed or affected by this effort?

#### 1B. Brief Description of the Process

- Who initiated and led the project?
- What major phases did the project move through?

### PART TWO: OD METHODS AND VALUES

#### 2A. Long-Term, Sustainable Improvement

- Describe what makes the impact and results of this work sustainable over the longer term.  
**How are the results of the project to be embedded in the organization?**
- Give an example of how this project linked short-term problems and goals to long-term success. Did any of the short-term actions contribute to the multi-year vision or goals of the organization?  
**How do the project results link short term and long term priorities? How did the short term actions support the accomplishment of the long term goals?**
- What organizational capabilities were built, and how will these benefit the organization? How were learnings and knowledge from the project captured, shared or applied?

#### 2B. Systems View

- Describe how this project linked a range of issues and/or interdependent organizational units.  
*For example:* how were financial and relationship issues linked in the situation assessment?  
**How were issues that cut across organizational boundaries addressed to ensure alignment?**
- Were other major projects or initiatives influenced by this project? How were they integrated?  
**How was the project coordinated and aligned within the organization?**
- How was the relationship between the organization and society considered? How were external stakeholder needs considered?  
***This is a great question!***

#### 2C. Stakeholder Engagement

- How was a wide representation of stakeholders affected by the project engaged - in diagnosing needs, setting priorities, and creating plans for change?  
How were stakeholders involved in implementing, monitoring and revising the actions, and evaluating meaning of the outcomes? What did they actually gain or lose?  
**How were the key stakeholders engaged in the project?**

#### 2D. Use of Data and Feedback to Improve the Process and Results

- How was data gathered and used in planning the project?
- How did the project evolve or change as the issues, or knowledge about them, evolved?
- How was in-process feedback gathered and used to improve results?



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#### **PART THREE: IMPACT**

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**Please describe the total impact of the project.** Include any data that you view as major indicators of success, including **both qualitative and quantitative measures**. These may include:

- ROI
- Cost vs. benefits
- Market position
- Customer satisfaction/retention
- Productivity
- Reputation/ brand identity
- Trust
- Talent retention