

Zinnov Awards 2026 – Value Creation Champions

How to Fill a Winning Nomination Form

What great answers include

- **Action + metric + timeframe + adoption.**
Eg: Consolidated 4 data platforms, run cost –17% in 9 months, 18 apps, 3 regions.
- **Baseline → current** for each metric and the **period (MM/YYYY–MM/YYYY)**.
- **Scope and scale.** Teams or BUs or regions, pilot vs selective production vs enterprise
- **Evidence link or ID.** Policy, dashboard, repo, award note.

By Pillars

1. **Transformation and Drivers:** Name objective, scope, 2 outcomes. Show mandate source, 2 drivers, and posture. Avoid repeating the same metric later.
2. **Leadership:** List champions with decision rights. Show governance cadence and one decision that changed an outcome.
3. **Implementation and Challenges:** For each parameter write step → milestone → outcome. Add tool or partner and one verification method.
4. **Outcomes and Impact:** Table your metrics. Add business impact examples. Add roles and competencies. Add recognition. Add one AI initiative at scale.
5. **Future and Differentiation:** Show where the centre shapes global strategy or operating model. List 2 to 3 next two years priorities with KPIs and dates. State the future role of AI with guardrails and capability build.

Evaluation Guidelines

Broad Guidelines: Specific Criteria across Pillars are detailed in the form

Pillar 1: Transformation and Drivers

What the jury looks for

- Objective is clear and tied to a business need. Scope and scale are stated.
- Mandate source is identified and alignment is named.
- Two primary drivers are explained as Driver → Priority change → Target metric.
- Posture is stated and justified. Reactive means a response to an event. Proactive means acting on insight before an issue. Visionary means creating a new capability or operating model.
- Early impact and readiness to scale are visible.

Pillar 2: Leadership

What the jury looks for

- Clear ownership and decision rights for champions.
- Governance forum, cadence, and decision rights are explicit.
- Leadership behaviour that moved a metric.
- India and global partnership mechanics and one joint decision that changed an outcome.
- Change management used to reinforce adoption.

Pillar 3: Implementation and Challenges

What the jury looks for

- Steps are sequenced and tied to outcomes.
- Process, people, skills, technology, AI, change, and infrastructure are covered as relevant.
- Ecosystem partners and models are purposeful.
- Challenges are real and mitigations show a measurable before to after change.
- AI tools or processes show verified gains.

Pillar 4: Outcomes and Impact

What the jury looks for

- Metrics tables are complete and consistent.
- Business impact examples are specific and quantified.
- Roles and competencies created are relevant and measurable. A competency is a repeatable capability that combines skills, tools, process, and domain.
- Recognition is credible and linked to outcomes.
- One AI initiative at scale shows footprint, verified results, and ROI or payback if available.
- AI at scale: deployment level, footprint, 2 to 3 quantified results, verification, and guardrails named.

Pillar 5: Future and Differentiation

What the jury looks for

- Clear influence on global strategy or operating model and where it is applied.
- Next two-to-three-year priorities have named KPIs or milestones with dates.
- Future role of AI includes objectives, guardrails, capability build, and targeted outcomes.
- Ambition fits maturity. Emerging scales pilots. Mid expands across BUs. Mega moves to enterprise standards.

The 2–3 Minute Jury Pitch for Shortlisted candidates

Objective: Reinforce your written nomination with emotion, clarity, and memorability.

Structure:

1. **Opening (30s):** Who you are + your “why” (purpose and leadership philosophy).
2. **Core Story (90s):** 2–3 key impact areas (business, people, innovation). Quantify results; focus on one big narrative arc.
3. **Closing (30s):** Future vision, how your leadership is shaping tomorrow’s ecosystem.

Winning Pitch Tips:

- Be authentic, not over-rehearsed.
- Use **one powerful visual** or metric (e.g., \$10M impact; 30 percent faster GTM”).
- End with a **call-to-inspiration** — how your journey inspires other women leaders.

Section 4: Final Submission Checklist

- I. One strong metric per bullet
- II. Baseline to current with period and scope
- III. Evidence links or IDs attached
- IV. Word limits respected
- V. Dropdowns selected accurately
- VI. Glossary terms used consistently
- VII. Pitch narrative aligned with form responses
- VIII. Future roadmap shows KPIs and dates