

JUDGING CRITERIA

Salesforce Trailblazer Awards



salesforce

TRAILBLAZER
awards

What are the judges looking for?

Check out what we're looking for in a Trailblazer.

Vision

Doing big things requires visionary leadership. How did your executives develop the vision, build trust, and lead the charge?

More than ever, "vision" is as much about the original idea as it is about teamwork and execution. How did leadership use collaboration and trust to develop the vision? How did they see it through to completion? And how did it change the experience of employees, customers, or communities?

Teamwork

Collaboration. Partnership. Integration. How did your team bust up the silos and work together to get things done?

Teamwork is more than working together toward a common goal. Did your project involve cross-functional collaboration? Sales? Service? Marketing? Internal functions like IT or HR? What technologies helped foster teamwork and break down silos? How did behaviors change and goals get met?

Transformation

There's evolution. And then there's disruption. How did Salesforce help your company change the game?

Transformation is about changing how you do business. How has your company evolved as a result of your Salesforce implementation? Did you disrupt an industry? What technologies did you employ? Einstein? Lightning? Wave Analytics? How did Salesforce technology help you do more than move the needle?

Learning

Engage, learn, and adopt. How did your company get users mobilized to use Salesforce to change the way you do business?

Continuous learning is one of the most overlooked virtues in business culture. How did you get users to embrace the educational component of your Salesforce implementation? Did you use Trailhead? In what ways did you augment it? How thorough was the adoption? How did Salesforce help promote a cultural shift around continuing education?

Supporting Documents

You may submit up to three additional pages (graphics or photos) to support your submission. They must be in 8 1/2 X 11 format (either portrait or landscape) and submitted as a PDF file. The attachment should be used to illustrate the key elements of vision, teamwork, transformation, or learning. If you prefer to send a video instead of PDF, please make sure that the video does not exceed two minutes in length.

Naming Your Supporting Files

Ideally, please put all the supplemental pages into one PDF document with the file name: "COMPANY NAME and SHORT TITLE." Alternately, you may submit each supplemental file as a separate document, but please put the file name (as shown above) on each.