

Story submission guidelines

In about 200-500 words, please tell us about a time you or colleagues shared, discussed, or distributed external information to create business results. (By “external information” we mean any content originally produced outside your organization, such as research reports, magazine articles, business intelligence, or competitive intelligence.) Here are five suggestions, though you can write about any topic that fits the contest theme on how discussing or sharing external information led to a business result:

- How a discussion of external information drove a business result, such as creating a new business, helping close a major customer deal, or improving productivity, collaboration, or innovation;
- How you or colleagues used social media tools, such as blogs and wikis, to discuss and comment on why a piece of external information matters to your business;
- How a team of employees used external information to make a key decision in a business process, such as R & D, Customer Acquisition, Competitive Intelligence or Procurement;
- How your firm embedded external information into a workflow, so that employees could find information at the right time and place to improve decision-making;
- How a project team used external information to build networks and establish connections across business units, divisions, departments or outside the organization.

How entries will be judged

Entries will be judged on ***level of clarity and detail*** in developing a story that addresses the contest theme: how sharing or discussing external information led to a business result. A team of industry experts—including Babson Working Knowledge Research Center’s Tom Davenport and Larry Prusak, and Richard Kaser, VP of Content at *Information Today*—will judge submissions. The contest “winner” includes: the employee submitting the story, along with any colleagues that contributed details to its development (up to 10 iPod nanos per submission team).

Please send your story by email to Babson researcher Glen Kushner at gkushner@babson.edu by March 31, 2007. If you would prefer to describe your story in a phone interview, rather than in writing, please email or call Glen at 646-584-3176 to arrange an appointment.