**How to Win a *Transitions*® Innovation Award**

**ENTRY GUIDE AND WORKBOOK**

This workbook is designed to help you make a plan to become a Transitions Innovation Award winner. We wish you luck in your entry!

*Start by reviewing the Innovation Awards Program Summary which includes full category descriptions and requirements can be found at* [***Transitions.com/awards***](http://www.transitions.com/awards/)*.*

Make sure you keep the evaluation areas in mind when you make your plans: Commitment and Inspiration, Goals, Plan and Creativity, Impact and Results.

**Decide which award(s) you will submit a nomination for this year?**

Transitions Brand Ambassador

Retailer of the Year U.S., Retailer of the Year Canada

Eyecare Practice of the Year U.S.

Eyecare Practice of the Year Canada

Best in Training

Best in Marketing

**Think about your inspiration.**

What prompted your dedication to the *Transitions*® brand this year? What is your inspiration for your work?

**What is/are your goal(s)?**

Determine your S.M.A.R.T. (specific, measurable, attainable, relevant, time-bound) goal(s). TIP: Align your goal(s) with the award you want to enter.

Example: *We will implement a new staff training program to grow our* Transitions® *lens sales by 5 pairs per week in order to win the Best in Training Award.*

**Brainstorm.**

What can you do that’s new, creative, innovative or will inspire you to achieve your goal? Do you have a theme or logo?

**Put a plan in place.**

What you will do to achieve your goal?

What is something new and different you are going to try:

What will you do monthly/throughout the year?

|  |  |
| --- | --- |
| **January** |  |
| **February** |  |
| **March** |  |
| **April** |  |
| **May** |  |
| **June** |  |
| **July** |  |
| **August** |  |
| **September** |  |
| **October** |  |
| **November** |  |
| **December** |  |

**Roles and Responsibilities.**

Determine who in your practice will be responsible for what:

**Track your activities.**

Track your progress monthly or quarterly. TIP: Capture photos and / or examples of your activities throughout the year.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Dispensary** | **Social Media** | **Team Building** | **Doctor Involvement** | **Incentives** | **Promotions** | **Training** | **Other** |
| **January** |  |  |  |  |  |  |  |  |
| **February** |  |  |  |  |  |  |  |  |
| **March** |  |  |  |  |  |  |  |  |
| **April** |  |  |  |  |  |  |  |  |
| **May** |  |  |  |  |  |  |  |  |
| **June** |  |  |  |  |  |  |  |  |
| **July** |  |  |  |  |  |  |  |  |
| **August** |  |  |  |  |  |  |  |  |
| **September** |  |  |  |  |  |  |  |  |
| **October** |  |  |  |  |  |  |  |  |
| **November** |  |  |  |  |  |  |  |  |
| **December** |  |  |  |  |  |  |  |  |

**Track your sales and results.**

Success isn’t just evaluated by sales; consider other ways to evaluate your impact such as practice growth, patient retention or customer satisfaction.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Month** | **2019** | **2020** | **% Increase** |
| **Pairs of *Transitions®* lenses sold**  (If relevant, split out *Transitions*® *Signature*® *GEN 8*™, *Transitions*® *Signature*® lenses, *Transitions*® *XTRActive*® lenses, *Transitions*® *Vantage*® lenses, *Transitions*® *Drivewear*® lenses, etc.) | January |  |  |  |
| February |  |  |  |
| March |  |  |  |
| April |  |  |  |
| May |  |  |  |
| June |  |  |  |
| July |  |  |  |
| August |  |  |  |
| September |  |  |  |
| October |  |  |  |
| November |  |  |  |
| December |  |  |  |
| Total Year |  |  |  |
| **Share of overall sales**  (% of your overall lenses sold that are *Transitions*® lenses) | January |  |  |  |
| February |  |  |  |
| March |  |  |  |
| April |  |  |  |
| May |  |  |  |
| June |  |  |  |
| July |  |  |  |
| August |  |  |  |
| September |  |  |  |
| October |  |  |  |
| November |  |  |  |
| December |  |  |  |
| Total Year |  |  |  |

**Leverage your resources.**

How can you use your lab or lens supplier as a resource?

Use training materials and merchandising materials available on [**Transitions.com**](http://www.transitions.com/).

**HOW TO ENTER**

Nominations will be accepted online at [**Transitions.com/Awards**](http://www.transitions.com/awards/) in **January 2021**.

To enter, candidates must complete a nomination form and detail their 2020 efforts in the following evaluation areas: Commitment and Inspiration, Goals, Plan and Creativity, Impact and Results.

**Entry templates** (PowerPoint and Word) are also available for download on the Awards website, and it is recommended that you download them now and start filling them in throughout the year so you won’t forget all the great ideas you implemented.

Nominees are welcome to enter more than one category and can self-enter, or can be nominated by a lab, lens manufacturer, industry colleague or other industry organization representative.

**Tips from the judges!**

* Don’t submit one PowerPoint presentation for multiple categories. Customize each submission to the category you are applying for.
* Establish clear measurable goals right now. Show how your results align with your goal. Even if you don’t achieve your goal, show how you made progress.
* Report your metrics (results, YOY data) graphically.
* Take pictures, videos and show visuals of what you did to achieve your goals. Snapshots taken on a smart phone are perfectly acceptable.
* Highlight areas, through changed text/colors, that you want the judges to pay particular attention to.
* Correctly use branded product names, logos and images.
* Try to keep submission to 10 slides. Think critically about what information is needed and then only go over the limit if more slides are needed to communicate the information that is asked for.

**Good Luck!**

