Introduction

This is a guide to the submission questions for the **2025 Heroes Role Model Lists supported by YouTube**. All entries are scored by our internal judges to help determine which individuals will appear on our latest Lists.

This guide is designed to clarify what type of activity and evidence should be put into each question response, and what our judges are looking for in the responses from a potential Role Model.

Please note that all our Role Model questions are seeking to understand what you are doing **outside of your everyday work** to inspire and develop the next generation of women in business. This means activities which are a standard part of your role at your organization cannot be included or scored. Nominees cannot work professionally in diversity, equity and inclusion (DEI) or be in a role where the majority of their work is focused on DEI activity. Those who have DEI as part of a much wider remit within their role are allowed.

Below is general guidance on how to submit a great form, together with a full list of the questions which appear on the online Heroes submissions form and guidance on how best to answer each question.

Please note that responses on our online form cannot be saved prior to submission. We therefore suggest that you prepare your answers first and the cut and paste them into the form once completed.

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General guidance

All of the questions have a **word limit** so please keep responses concise. Our judges score only for the activities and achievements you outline and scores are not dependent on style or presentation, therefore please use bullet points and lists to write as concisely as possible.

We are interested in work that makes a difference, so please provide information on the specific outcomes and impact of your activities in all responses so judges can understand and appropriately score the scale of your achievements. Supporting this with any statistics, feedback or examples you have will enhance your responses and the likely scores awarded.

Please ensure that you only include details from the last two years in Sections 4 and 5. There is an opportunity to include details from beyond the last two years in Section 6. Any details from beyond the last two years included in Sections 4 and 5 will not be considered.

Heroes submissions questions outline

Section 1: About you

Our Heroes Lists are made up of three Lists to celebrate the breadth of work being done by business leaders. Please make sure that the category that you are submitting under is the correct one for you, as you will be asked to list this within the first section of the submission. The categories for each List are as follows:

> **Heroes Executives** - Senior women in business who are leading by example and driving inclusion for women. The List will feature our Top 20 Executive Role Models alongside 80 unranked further amazing senior women leaders who are changing the face of modern business.
>
> **Heroes Future Leaders** – Women who are not yet senior leaders in an organization but are making a significant contribution to inclusion for women. This List features our Top 20 Heroes Future Leaders alongside a further 80 unranked up-and-coming leaders who are making an impact for inclusion.
>
> **Heroes Advocates** - Senior leaders who are **not** women but are dedicated to creating a more diverse and inclusive business environment for women employees at all levels within a business.

The rest of this section is made up of simple introductory questions including contact details and basic information regarding your role, the company that you work in and your region that you work in.

We also ask if you have previously appeared in a Heroes List, as this allows us to monitor how many applications we receive from previous Role Models.

Section 2: Your Role

The questions in this section about your role, ask how many people overall (if any) you oversee or manage in your current role. This helps us better gauge your overall responsibilities and remit within your organization and helps the judges to better understand your position within your organization. This includes an understanding of the number of people internally over who you may have a direct influence on as a role model.

Section 3: Diversity

As the Heroes Role Model Lists are for women and allies for women's inclusion, the gender identity question asked in this question is mandatory. This is purely to ensure that individuals qualify for the category that they have selected (as identified in section one).

The other questions in this section are optional, though along with the gender identity question help us to ensure that we received submissions that represent the full spectrum of diversity.

Please note that any information that you provide is strictly confidential as part of the submissions process.

Section 4: Your internal work supporting women's inclusion

In this section, we focus on the pivotal work carried out by role models within their organizations. Respondents should share how they've made a positive impact in their workplaces, facilitated collaboration or contributed to organizational goals.

In this section, we focus on the pivotal work carried out by role models within their organizations to drive women's inclusion. You should share how you've made a positive impact in the workplace, facilitated collaboration or contributed to organizational goals.

We've broken these questions down for you below with some further details to help you craft your response.

Question	Further details
Are you currently a member of/involved in any internal groups or networks for the inclusion of women in your workplace?*	
Please list your role in each of the groups or networks (such as employee resource groups) where you had the most impact.	
Please describe what each of the internal groups and/or networks listed above are, and your role within them. You can include statistics and milestones that you have helped the group and/or network achieve in the last two years, as well as any other work you have done for inclusion internally. (200 words)	This question covers all the work you have done to increase inclusion **within** your own organization, or with internal audiences. There is a 200-word limit, so we encourage you to be concise and to include impact metrics where possible. This response could include: • If you have taken part in existing groups promoting women's inclusion internally and/or have actively participated in internal events and initiatives. • If you have worked with internal groups to support women's inclusion externally to your organization, e.g. supporting a community program.

	• If you have been involved with internal groups (including in a leadership capacity), and/or internal events, mentoring, sponsorship and/or can demonstrate that you have driven specific initiatives which have had a clear impact on women's inclusion. • If you have driven specific groups, schemes or programs internally dedicated to women's inclusion and have been a leading figure internally for inclusion activity.

Section 5: Your public work supporting women's inclusion

In this section, we are keen to hear about the innovative work that you are doing to drive inclusion for women **independent** of your organization. Please include details of your work and the impact that this work has had in driving inclusion and positive change external to your organization.

Question	Further details
Are you currently a member of/involved in any groups or networks outside of your organization that are supporting women's inclusion?*	Only include groups or networks where you have been actively supporting women's inclusion within that group or network.
Please list your role in each of the groups or networks supporting women's inclusion where you have had the most impact outside of your organization.	
Please describe what each of the external groups and/or networks listed above are, and your role within them. You can include statistics and milestones that you have helped the group and/or	This question covers all the work you have done to increase inclusion **outside of** your own organization, or with external audiences. There is a 200-word limit, so we encourage you to be concise and to include impact metrics where possible. This response could include:

network achieve in the last two years, as well as any other work you have done for inclusion externally. (200 words)	• If you have undertaken prominent initiatives independent of your organization in a leadership or member capacity. • Any examples of high-profile speaking engagements or panel discussions. • Media opportunities including interviews, press articles or where you have been quoted. Please note that we are unable to click on any links that you send across as evidence, and we recommend simply stating the name of the publication that you have been featured in followed by the topic where relevant. • Your formal roles and work with external organizations around women's inclusion including non-profits and charities

Section 6: Further information and headshot

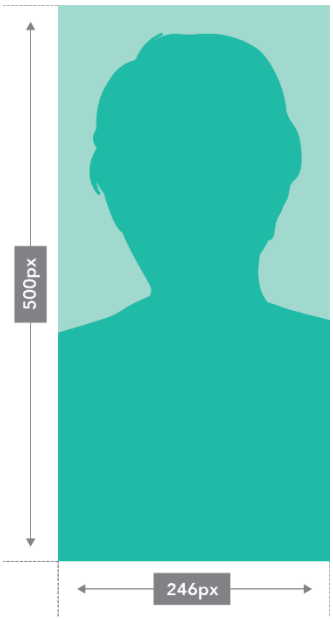
The further information section provides you with an opportunity to share any additional relevant, information that is not covered above but could be beneficial for the judges to understand your wider work and journey as it pertains to inclusion.

Question	Further details
Please provide any further information relevant to being a Role Model for inclusion not covered in earlier questions. (200 words)	This could include: • Any information regarding your personal journey or any specific life events that have influenced or inspired your work supporting inclusion. • Any experience that you have gained working in different parts of the world that has

	enhanced, or framed your understanding and actions pertaining to driving inclusion. • Any specific initiatives focused on driving inclusion intersectionally and/or work done to support other underrepresented communities and demographics such as LGBTQ+ communities, people of color, people with disabilities, neurodivergent individuals or those with mental health challenges. • Any community advocacy or youth work. • Any awards or achievements that you have gained for your previous work Please refrain from including hyperlinks and instead provide descriptive text to outline your experience.

As part of your submission, you must upload a headshot. This headshot will not be a part of the judging process and will only be used on our website should you be successfully chosen as a 2025 Heroes Role Model.

Without providing a headshot we cannot include you in the final Lists if you are successful in being chosen. if you're unable to upload a headshot through the submissions form please email it to us at rolemodels@involvepeople.org



Guidelines for headshots are as follows:

- at least 246x500 pixels
- vertical (portrait) orientation
- PNG or JPG file type
- 300 dpi resolution
- maximum 50MB

Upon your submissions completion

Upon completion of your submission form, you will have the opportunity to nominate an Advocate for the Heroes Role Model Lists. Heroes Advocates are senior corporate leaders who are **not** women but who are dedicated to creating workplaces where women can succeed at all levels of a business.

At a time when strong allyship is crucial, we strongly encourage you to nominate allies who are driving impactful and innovative work in this arena – perhaps they were your mentor, sponsor or advocate in business!

Advocates must be:

- Within three positions below the CEO of a large organization
- A Partner in a law, consulting or accountancy firm
- In the c-suite of a smaller organization
- A non-Executive Director

You can nominate as many Advocates for the Heroes Role Model Lists as you like via the nomination form linked here.

If you have any further questions about the submissions process, please don't hesitate to get in contact us at rolemodels@involvepeople.org