



Heroes Submission Questions: Completion Guidance

This is a guide to the submission questions for the **Heroes Role Model Lists 2024 supported by YouTube**. All entries are scored by our 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 of 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 diverse talent. 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 or inclusion 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.

General Guidance:

All of the questions have a word limit so we expect that responses will be concise. Our judges score only for the activities and achievements you outline and there are no scores assigned for the style or presentation of your response. Please use bullet points and lists and write as concisely as possible.

We are interested in work that makes a difference. Therefore, providing information on the specific outcomes and impact of your activities in all responses is important for our judges to be able to 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.

Responses on our online form cannot be saved prior to submission. We therefore suggest that you prepare your answers first and then cut/paste them onto the form once complete.



Questions

The INvolve Role Model Lists spotlight global Role Models across corporate organizations who are enabling, supporting, and driving innovative and impactful change within business.

1. Are you completing this form for yourself, or on behalf of someone else?*
2. If on behalf of someone else, your name*:
3. If on behalf of someone else, your email address*:

Section 1: About you

1. Are you completing this form for yourself, or on behalf of someone else?*
2. If on behalf of someone else, your name*:
3. If on behalf of someone else, your email address*:
4. Which lists are you making a submissions for?*
5. First name*
6. Last name*
7. Preferred pronouns*
8. Email address*
9. Phone number
10. Secondary contact email address
11. Which country do you work in?*
12. Which city do you work in?*
13. Have you previously appeared in a Heroes list?*
14. If yes, did you appear in the 2023 Heroes list?*

Section 2: Your role

1. Job title*
2. What is your reporting line to the head of your organization?*
3. Company*
4. Company size*
5. Annual company revenue
6. Industry sector*

Section 3: Diversity

As the Heroes Role Model Lists are for women and their advocates, the gender identity question in this section is mandatory to ensure individuals qualify for the category they have selected. The other questions in this section are optional, but along with the gender identity question, they help us to



ensure that we have received submissions that represent the full spectrum of diversity. Any information you provide is strictly confidential.

1. What is your gender identity?*
2. Do you consider yourself Trans?
3. What is your race/ethnicity?
4. What is your sexual orientation?
5. Do you consider yourself to have a disability?

Section 4: Your internal work supporting women's diversity and 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 when it comes to supporting DEI.

1. Are you currently a member of/involvement in any internal groups or networks promoting women's diversity and inclusion?*
2. If yes, please list the roles in these groups or networks in which you have had the most impact.*
3. How have you been involved in promoting women's diversity and inclusion within your company (with an internal group or otherwise) and what impact has this had within the company in the last two years?* (200 words)

Section 5: Your public work supporting women's diversity and inclusion

In this section, we are keen to hear about the innovative work that you are doing to drive women's inclusion independent of your organization. Please include details of your work and the impact that this work has had in driving inclusion and positive change within business or society.

1. Are you currently a member of/involvement in any external groups or networks promoting women's diversity and inclusion?*
2. If yes, please list the roles in these groups or networks in which you have had the most impact.*
3. How have you been involved in promoting women's diversity and inclusion outside of your company and what impact has this had within the last two years?* (300 words)

Section 6: Further information and headshot

1. Please provide any further information relevant to being a Role Model for inclusion not covered in earlier questions. (200 words)
2. Please upload a high-resolution professional headshot.

Question Guidance



A graphic with a teal background and a white rounded rectangle in the center. The text 'submission tips' is written vertically on the left side of the white box. Inside the white box, there are five bullet points. At the bottom of the teal background, there are logos for 'heroes', 'Role Model Lists 2024', 'involve', and 'YouTube'.

submission tips

- ▶ use bullet points & lists
- ▶ be clear, concise & specific
- ▶ prioritize your most trail-blazing achievements
- ▶ only include information from the last two years
- ▶ ensure all information is in the correct section

heroes Role Model Lists 2024 involve x YouTube

Section 1: About you

Which list are you making a submission for?

Please select the appropriate list that you would like your submission to be considered for.

Women Executives - Senior women leading by example and driving change to increase gender diversity in the workplace. The List will feature our Top 20 Women Executive Role Models alongside a further 80 amazing women senior leaders who are changing the face of modern business.

Women Future Leaders - Inspirational women who are not yet senior leaders in an organization but are making a significant contribution to gender diversity at work. The List features our Top 20 Women Future Leaders alongside 80 other up-and-coming women leaders who are making an impact for inclusion.

Advocate Executives - Senior leaders who are advocates for women in business and dedicated to creating a more diverse and inclusive business environment for women.



Introductory Questions

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

We also ask if you have appeared in a Heroes List before. This allows us to monitor how many applications come from previous Role Models.

Section 2: Your role

Do you oversee/manage a team?

This question asks how many people overall (if any) you oversee or manage in your current role. This helps the judges to understand your position within your organization and the number of people internally over which you have a direct influence.

Alongside other information in the submission form, this question helps us to check that individuals have selected the correct category for their submission.

Section 3: Diversity

We proactively track the diversity of submissions we receive, and we encourage all participants to complete these questions to help us monitor the diversity within the final lists against the diversity of applications.

As the Heroes Role Model Lists are for women and allies, the gender identity question in section 3 is mandatory to ensure individuals qualify for the category they have selected. The other questions in this section are optional, but along with the gender identity question, they help us to ensure that we have received submissions that represent the full spectrum of diversity. Any information you provide is strictly confidential.

Section 4: Your internal work supporting women's diversity and 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.

- 1. Are you currently a member of/involved in any internal groups promoting women's diversity and inclusion?**

If yes, please list the roles in these groups or networks in which you have had the most impact.



2. How have you been involved in promoting women’s diversity and inclusion within your company (with an internal group or otherwise) and what impact has this had within the company in the last two years? (200 words)

This question covers all the work you have done to increase inclusion within your own organization, or with internal audiences.

This 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 been involved with internal groups (including a leadership role) and/or internal events, mentoring and 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 supported by internal media.

Please use bullet points and include the time frame of each initiative/activity.

Section 5: Your public work supporting women’s diversity and inclusion

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

1. Are you currently a member of/involved in any external groups promoting women’s diversity and inclusion?

If yes, please list the roles in these groups or networks in which you have had the most impact.

2. How have you been involved in promoting women’s diversity and inclusion outside of your organization and what impact has this had within the last two years? (300 words)

This could include:

- Prominent initiatives undertaken independent of your organization
- High-profile speaking engagements or panel discussions



- Prominent media opportunities including interviews, press articles and being quoted
- Your formal roles and work with external organizations around diversity and inclusion, including non-profits, charities and schools

Please use bullet points and include the time frame of each initiative/activity.

Section 6: Further information and headshot

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 on your personal journey or any specific life events which have influenced or inspired your work supporting inclusion
- Experience gained working in different parts of the world
- Any community advocacy or youth work
- Any awards and achievements

Please use bullet points. Kindly refrain from including hyperlinks and instead provide descriptive text to outline your relevant experience.

Your Headshot.

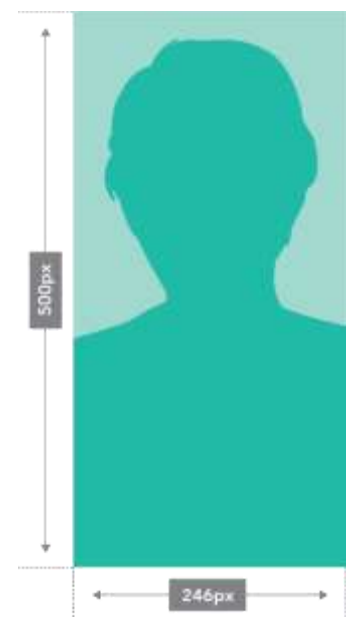
Please upload a high resolution professional headshot.

Requirements:

- at least 246x500 pixels
- vertical orientation
- PNG or JPG file type
- maximum 50MB

This is the image that we will use should you be featured on the Heroes Role Model Lists 2024.

Please note that you **must** submit a headshot to be considered for the Empower Role Model Lists. If you cannot upload a headshot through this form please email it to us at hernominations@involvepeople.org



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