Creating an Effective Nomination Story

Creating an effective award nomination is a critical component of the nomination process. Within the STAR Program, the nominator has a text box (1000 characters) to tell the approver why they should approve the nomination. This verbiage needs to tell the “story” behind the event and support the level of award. The verbiage used in the text box prints on the presentation certificate given to the nominee and is published on the Wall of Fame within the STAR Program.

Who can nominate within the STAR Program?
Anyone within the STAR Program (UKHC, CKSM, ESH, GME, and COM). Recognition can be peer to peer, manager to staff, or staff to manager. Groups recognized outside the STAR Program include campus STEPS, medical center physical plant division, security and contractors.

When should someone nominate?
Nominate someone when you witness great work that clearly goes beyond normal expectations based on the individual’s major job responsibilities or everyday tasks.

How do I write a strong recognition story?
Use the SAIL method when writing a nomination – Be “specific”, highlight the “action” that is worthy of recognition, highlight the “impact” it had on the organization and “link” the recognition back to the DIReCT values.

Specific:
- State when and where the recognition event took place. This sets the stage for the person reading the nomination.

Action:
- Include detailed behaviors the person demonstrated. Listing these actions, inform the honoree and people reading the nomination what behaviors we want employees to repeat.
- Example: instead of vague statements like “XYZ gives great patient centered care”, describe what XYZ did to give great patient centered care. Focus on quality details instead of the quantity of details.

Impact:
- Convey who was impacted by the employee’s behaviors and how long the impact will last. The scope of the recognition does affect the level of recognition.
- Example: A onetime interaction with a patient may have a smaller impact then changes to processes that took months to revamp and will be repeated for months/years to come.
- Communicate the outcome of the recognition event.
- Example: Tell what happened because of the recognition event. This is the feel good part of the recognition!

Link:
- Connect the employee’s behavior to our DIReCT (Diversity, Innovation, Respect, Compassion, and Teamwork) values.
- In the STAR system, you can select one value from the drop down field. This should be the most recognizable value in the recognition event. Other values may be demonstrated in the event, use the text box to communicate all the identified values in the recognition event.

Explaining to the honoree precisely what they did to earn your appreciation and why will have a strong impact. Providing specific details highlighting how they made a difference to the team and organization is a powerful way to illustrate how they live our values.

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