

The Secret of WINNING A CONTEST

This Edition's Special Article

By: AR&D

Prostock Studio (Photography)

Are you competitive by nature? Do you enjoy the thrill of winning? Or are you the type of person who gets gratification from the process rather than the result? Whichever the case, anyone has the potential of winning a contest.

Whether you work alone or in a team, in order to win a contest it is of importance to know one's strengths and one's weaknesses. Be realistic in your potential but do not forget to be hopeful in your personal growth as well. Also, use contests as an opportunity to expand your social connections.

In other words: winning does not only lie in the end-results. Do not underestimate the process that takes you to the result. Nevertheless, AR&D would still like show how to "Think" in order to get you closer in winning a contest.

Think: Requirements

Does the contest have a format you need to adhere to? Before you draw up a plan, check every requirement that is asked of you by the organizers of the contest. It would be a shame if you produce something great for the contest, but it doesn't get a pass because it doesn't check all the necessary requirements.

Think: Freely

Once you have made sure it fits the requirements, you can start with the creative process of designing your winning product. In order to stand out in a contest, think freely on what you can provide. Do not worry about the trials and errors that may come along during the process.

Think: Teamwork

To make the most out of the contest, teamwork is of essence. A combined effort in brainstorming ideas will bring you further along. However, this also means that measurements need to be made in order to prevent deadlocks. Agree on a set of rules within the team and appoint a leader who makes sure they're upheld.



AR&D wishes all our readers good luck in their up-coming contests!

13 September, 2022