



MEET THE SEVEN-POINT SCALE OF EXCELLENCE

IABC sets the award scoring criteria based on the IABC standards of excellence. Performance dimensions within each criterion represented by a question are assigned to a point on the IABC Seven-Point Scale of Excellence. The criteria and performance dimensions align to the domains, tasks and knowledge used in the Global Communication Council's [certification program](#).

7	Outstanding: An extraordinary or insightful approach or result.
6	Significantly better than average: Demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results.
5	Better than average: Demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results.
4	Average: Competent approach or results, professionally sound and appropriate.
3	Somewhat less than satisfactory: Several key elements that are critical to the strategy or execution are missing, incorrect or underrepresented.
2	An inadequate approach or result: A significant number of critical elements are missing.
1	Poor: Work that is wrong or inappropriate.

For more information, see the [Resources for Entrants](#) webpage for the Gold Quill Awards. The Silver Quill Awards program follows the same criteria as the Gold Quill Awards program. Applying for a Silver Quill can help you hone your entry for submission for an International Gold Quill Award.