

# Claims of validation

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- Why can't we say that Gartner's recognition validates our leadership in the market?
  - Gartner does not allow any words that may imply even the perception of endorsement. Words like “validate” “testament” “accolade” “evidence” “proof” “verify”, or others that have the same meanings, are only allowed you make it clear that the statement reflects your company’s opinion. You may do this by including “*We believe*” or “*ABC Company believes*” to the statement.

For example:

- “**ABC Company believes placement** in the leaders’ quadrant **validates** its ability to...”  
as opposed to
- “**Placement** in the leaders’ quadrant **validates** ABC Company’s ability to...”