



UK BUSINESS AWARDS 2017

Please contact **Paige Ambrose** on 020 7193 0106 or paige@awardsinternational.eu if you have any queries about completing this official entry form

Categories – making a choice

What we are looking for

We're looking for you to say to our judging panels that ***“we implemented a great initiative that has enhanced our organisation's results - here's the proof and we deserve recognition for it!”***

That “great initiative” might be a project, or group of projects or a broader business initiative that maybe took place over a longer period of time, not necessarily in a defined project time frame. It should be something that delivered great results that have benefited your organisation.

The categories

- There are 26 categories divided into 9 sector specific categories, 13 discipline specific categories and 4 people specific categories.
- The scoring criteria for all categories are the same - although the content of entries will need to be amended to fit the context of the categories entered – for example, to tell the story from an organisation, team or individual standpoint.
- As a consequence, if you make multiple entries you probably won't be able to simply “cut and paste” the content.
- “The best UK business 2016” awards will be presented to the highest-scoring entry across the sector specific and discipline specific categories.

How to choose the right categories

Sector specific categories

- Everyone should think about making an entry into one of these categories!
- Choose the category which fits your industry sector best.
- There doesn't need to be a direct link between the initiative and the category title, as the entries will be judged on the submitted content. Some link between the initiative and the broad meaning of the category title should exist.

Discipline specific categories

- Depending on the initiative, one or more of these categories might be a good fit for your organisation.
- Choose the category which fits your initiative or project.
- There doesn't need to be a direct link between the initiative and the category title, as the entries will be judged on the submitted content. Some link between the initiative and the broad meaning of the category title should exist.

People specific categories

- These categories require you to mould your entry to the particular context of the category.
- Choose the category which suits the individual or team best.
- For these categories we are looking for great initiatives that impacted both the customer experience and the organisation. The angle that the story is told from is likely to be different from the sector or discipline specific categories, however. For example, the entry might be about how one person saw an opportunity, took the initiative and drove the changes to deliver a great customer service training programme that helped the business too.



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List of categories

| Sector specific | Discipline specific |
|--|---|
| <p>Automotive, car rental, car purchase <i>Car dealerships, car hire, repair, roadside assistance, car services, car leasing and rental.</i></p> <p>Delivery and logistics <i>Logistics, couriers, parcel delivery services, domestic, international, commercial and private delivery. This also include supply management and control.</i></p> <p>Retail and e-commerce <i>On-line and high street retailers including clothes, food, books, DVDs, gifts and any other retail products.</i></p> <p>Financial services <i>Any type of banking or investment services, including credit card companies and investment funds. Also, any type of insurance provision including home, life, business, car.</i></p> <p>Restaurants <i>Including fast food, fine dining, branded chains, independent operators, etc.</i></p> <p>Hospitality and Leisure <i>Hotels, public houses, holidays, ski centres, cinemas, gyms, ticketing and any other providers of related services including air travel, trains and ferries, etc.</i></p> <p>Personal entertainment and telecoms <i>Provision of communication services and entertainment, including telephone, mobile, technology support services, movie hire, online streaming services and digital TV, etc.</i></p> <p>Not for Profit & Charity <i>Any charity or service for the public good that is not profit making.</i></p> <p>Utilities <i>Water, electricity, gas, etc.</i></p> | <p>SME <i>Small to medium-size enterprises with fewer than 250 employees and an annual turnover not exceeding £40 million. Businesses that have delivered consistent growth and solid financial performance through great leadership, understanding their customers and engaging employees</i></p> <p>Digital marketing <i>A targeted, measurable, interactive campaign using digital technologies to engage with customers, create preference and increase sales for your product, service or brand.</i></p> <p>Innovation <i>Applying creativity and new thinking to your business, leading to great results for your organisation through a change, alteration, transformation, restructuring, remodelling or revolution in a product or service.</i></p> <p>Operational excellence <i>Businesses that are executing their business strategy more consistently and more reliably than the competition, resulting in low operational risk, lower operational costs and increased revenues.</i></p> <p>Business change or transformation <i>Through either a 'change management' or 'business transformation' initiative your organisation has clearly executed and delivered a defined change or re-invention of the business.</i></p> <p>Sustainability <i>Do you have a sustainable business model that enables you to manage the "triple bottom line" (financial, social and environmental)? Is this model embedded in your company culture? Can you demonstrate how your sustainable objectives are measured?</i></p> <p>Disruptive business model <i>Businesses that have turned the business model on its head by partially harnessing new technologies, developing a new business model or exploiting old technologies in new ways.</i></p> |



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| | <p>Best place to work <i>Delivering great business results through amazing employee engagement initiatives.</i></p> <p>Customer centric organisation <i>Delivering a customer-centric culture through; driving employee engagement and involvement, delivering on-going customer-experience training, and developing internal communications strategies and tactics. Plus the collection and sharing of stories of CX excellence.</i></p> <p>New business <i>For businesses established in the last two years (Start date 1st January 2014) that have demonstrated a high level of entrepreneurship and vision in order to establish themselves in their market place.</i></p> <p>International business <i>U.K businesses trading outside of the UK. International businesses trading within the UK.</i></p> <p>Exporter <i>Are you a wholesaler or service provider who has exported your product or services to merchants or industrial consumers in foreign countries? Have you delivered exceptional sales growth over the past two years as a result of a great business initiative? If the answer is yes, this is the category for you.</i></p> <p>Social enterprise <i>Organisations that are using the power of business to bring about social and environmental change. This is achieved through having a clear social or environmental mission, generating income through trade, reinvesting the majority of your profits, and being accountable and transparent.</i></p> |
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| | People specific |
| | <p>Management education and training <i>A team or individuals who have been tasked with training and educating the management team within an organisation, resulting in a transformation in business performance.</i></p> <p>Team of the year <i>A team that has identified and responded to an opportunity, resulting in a significant impact on an organisation's performance.</i></p> <p>Entrepreneur of the year <i>This award recognises those individuals who have led a start-up business that has focused on a market opportunity, developed a solid business model and delivered great results.</i></p> <p>Inspirational leader <i>A business leader who has energised and created a sense of direction and purpose for employees resulting in excitement and momentum for change within the business. This will have been achieved through promoting respect, dignity and integrity in the workplace while facilitating change and empowering employees to grow.</i></p> |