

# Management Today

## **BUSINESS LEADERSHIP AWARDS 2023**

### ENTRY GUIDE

The Management Today Business Leadership Awards reward visionary, dynamic leadership that delivers – no matter where in the organisation it comes from.

### WHY ENTER?

Launched in 1966, Management Today is Britain's premier business brand, curating practical advice and brilliant thinking to help leaders build or sustain world-class companies. Our Awards take a holistic view of success, recognising the complexity that goes into building a sustainable business. Entering the Awards is an opportunity to demonstrate you are a high-performing organisation whose excellence is driven by the superior quality of your senior leaders and managers and the way they inspire and communicate with employees, customers and key stakeholders. It means you are not just an employer of choice but are also delivering consistently on the bottom line.

Entering these awards is a chance to boost your national coverage, stand out amongst the competition, get noticed by top business leaders, investors and commentators, and be recognised for your work, all backed by Management Today.

We will be announcing the winners of Management Today's Business Leadership Awards at a live event on 27th April 2023. Winners will also be profiled on the Management Today and the Management Today Business Leadership Awards websites.

### WHAT ARE THESE CATEGORIES FOR?

Management Today has a mission to champion outstanding businesses. We want to recognise the groundbreaking work, the hardworking teams and the outstanding leaders who are creating opportunities, driving change and making a difference.

Whether you're a dynamic start-up, a thriving family or private equity backed business, or one of the world's biggest firms, there is a category for you. The awards will allow businesses to share best practice, showcase your work both to key stakeholders and clients, and compare your company against the very best of the entire business community, not just those in your specific industry.

### WHO CAN ENTER?

We want to recognise whole organisations and individuals across all sectors of business. Entries are accepted from all organisations of any size, although entrants will be asked to specify how many employees are in their organisation.

### WHAT DO YOU NEED TO DO TO ENTER?

The entry that you submit will be the basis on which you will be judged and shortlisted. Your written entry paper must be no more than two single sheets of A4 when printed (10 point type, single line spacing), which you will need to save as a PDF and upload from your desktop.

You may illustrate your submission PDF with thumbnail images, but these should be kept to a minimum. Entries exceeding two sides will automatically receive lower scores from the judges.

Within the entry you should showcase how the work has met the category criteria. You should consider why there was a need for the work, how the work was delivered and what results were achieved from the work. You can also submit up to three pieces of supporting material (images, articles, client approval). You can enter as many times as you would like in as many categories as are relevant to your business, but entry submissions should be unique to each category.

## ELIGIBILITY PERIOD

If you have done great work or have a superb case study that you would like to showcase, it must have originated within the last two years (between September 2020 – September 2022). We are aware that on some occasions results may still be ongoing, so we will suggest supporting material that is relevant for the work to the point of entry. Please mark clearly anything that is confidential and not able to be published. We will be looking for success in financial metrics (revenue, profits, ROI, productivity), staffing and customer satisfaction as well as the credibility and impact within both the business and the industry.

## KEY DATES

Early bird deadline: **15 NOVEMBER**

Standard deadline: **29 NOVEMBER**

Awards date: **27 APRIL**

## ENTRY PRICES

Until 15 November:

Micro business (under 50 employees) £315

Small business (500 employees or less) £390

Large business (over 500 employees) £465

From 16 November:

Micro business (under 50 employees) £415

Small business (500 employees or less) £490

Large business (over 500 employees) £565

## CONTACT

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## CATEGORIES & CRITERIA

### BEST SUSTAINABILITY INITIATIVE

All progressive businesses recognise the threat climate change poses to their own future, and this award is designed to recognise companies that are making real progress in embedding sustainability into their business models. Entrants will need to provide details of the work they're doing, what changes they have implemented and what impact this is having on the environment. Judges will look for evidence that a commitment to sustainability is embedded right across the business's operations.

### BEST USE OF INNOVATION IN BUSINESS

Businesses must constantly do new, different, smarter or better things if they are to thrive in a competitive market. This award will recognise organisations that have put effective and inspirational innovation at the heart of what they do – whether that means creating groundbreaking new products or services, rethinking their fundamental approach to their operations or entering completely new markets. Entrants must be able to demonstrate business growth and (where appropriate) market impact as well as clearly articulating how and why they innovated.

### LONG TERM BUSINESS SUCCESS

This award recognises consistently brilliant performance, allied to a long-term business strategy. Judges will be looking for businesses with a proven track record of growth that can be measured in decades; entrants should outline the history of their company but also how this continues to influence their strategy in the present day, as well as details of their financial performance over time.

### NEW > BEST GLOBAL EXPANSION

No matter where they are headquartered, businesses entering this category should be able to demonstrate that they have expanded their operations into new territories recently, providing details of the rationale behind their move, the logistics of operating in a new market, the financial results they have seen and the alignment of their expansion with their long term business strategy.

### NEW > BEST GROWTH INITIATIVE

Organic growth can seem hard to locate amidst macroeconomic turbulence, but this award recognises businesses that have grown through their ingenuity and persistence. Entrants should outline the strategic and practical steps they took to grow their business, the challenges they overcame and, importantly, the financial results that demonstrate the wisdom of their decision-making.

## CATEGORIES & CRITERIA

(continued)

### **NEW > BEST ACQUISITION OR MERGER**

M&A activity is notoriously hard to get right – beyond the mechanics of the deal itself is an array of potential pitfalls that see many (if not most) mergers and acquisitions fail to deliver the expected value. Judges in the category will be looking for evidence of an M&A deal that has delivered across multiple fronts – financial performance, cultural fit between the parties involved, and better outcomes for employees, customers and other stakeholders. Entries can come from any or all of the parties involved in a deal.

### **NEW > DE&I WORKPLACE OF THE YEAR**

How your employees experience issues of diversity and inclusion is intimately linked to your corporate culture. This award recognises businesses who have genuinely made inclusion part of everyday working life. Judges will be looking for evidence of positive action to improve equality across the business, backed by hard evidence from employees themselves – in terms of improved representation, measurable employee data and the experiences of individuals.

### **NEW > BEST CEO LEADERSHIP ON ESG**

Change comes from the top – but while most leaders are happy to discuss the centrality of ESG to their business models, relatively few are actively championing change. This award will go to a CEO who can demonstrate through both their words and, crucially, their decision-making that they understand how important ESG goals are to their business and are happy to be actively judged by their performance in this area.

### **NEW > BEST CEO LEADERSHIP ON DE&I**

This award is for a CEO who has made DE&I matters central to their strategy, and to their own measures of success. To claim the award, they should be able to point to actions they have undertaken that have led to measurable change in their own organisation, and demonstrate how the tone for these changes has been set by their own values, by role-modelling the right behaviours, communicating clearly with key stakeholders and being answerable for embedding inclusion at all levels of the organisation.

## **CEO OF THE YEAR**

To win this coveted award, a CEO should be able to demonstrate excellent performance against multiple criteria – financial, reputational, employee engagement – balanced with a clarity of leadership in the vision they communicate with employees and markets. Judges will look for a leader with a clearly articulated strategy and the evidence that it has helped deliver for the business.

### **NEW CEO OF THE YEAR**

Open to all CEOs who are in their first CEO role and have less than two years' experience in the role. Judges will look for evidence of a clear vision and an early impact across financial and reputational metrics.

## **NEW > SECTORS**

### **BEST LEADERSHIP – SECTOR AWARDS**

Each of these awards recognises the quality of leadership in an organisation in the broadest sense of the word. The winners will be organisations who are defined by their clarity of purpose, dedication to doing business the right way, powerful communication and empowerment of individuals. Entrants should explain how they define their purpose and values, how this aligns with their business strategy and how this has led to measurable success – which could include through financial performance, employee engagement, customer satisfaction or rapid expansion. Judges will be looking for organisations which demonstrate leadership at every level but which, crucially, can make a clear link between these behaviours and their strong performance.

- **AUTOMOTIVE**
- **BANKING AND FINANCIAL SERVICES**
- **CHARITY**
- **MANUFACTURING, CONSTRUCTION AND ENGINEERING**
- **ENERGY, UTILITIES AND TELECOMS**
- **RETAIL**
- **TECHNOLOGY**
- **BUSINESS SERVICES INC MEDIA**
- **PUBLIC SECTOR**
- **PHARMA AND HEALTHCARE**
- **FOOD, BEVERAGE AND FMCG**
- **RECREATION AND LEISURE**