

A GUIDE TO THE AWARD CATEGORIES 2023 (INTERNATIONAL/NON-UK)

It's great that you're planning to enter the Business Culture Awards! Companies with no team/office in the UK are invited to enter any of the categories below. NB. Multi-national organisations, with HQs outside the UK, but with a UK office/team, may enter any of our [Award categories here](http://www.businesscultureawards.com/categories) (at www.businesscultureawards.com/categories).

Take a look at the categories to decide which best suit your work. There may be more than one suitable category. You are able to enter your submission into more than one category, or to make separate submissions.

Best Business Transformation Initiative

This award is open to organisations that have achieved a transformation or turnaround in their Business Culture and can demonstrate outstanding results. Entrants will show how their organisations have transformed culturally, the reasons for this transformation, and the positive impact this has had on the business. Judges will be looking for how these organisations have enacted the change, and how and why the transformed culture has advanced the confidence of stakeholders. This may include achievements in strategic (re)alignment, stakeholder management, organisational design, and development, change management, and process modification, and how these aspects relate to culture. As well as describing how your organisational culture has changed, submissions should fully outline the transformation journey, including how any barriers or challenges were overcome.

Leading with Purpose for Business Culture

Purpose-led businesses are proven to perform better; with purpose driving growth. A common vision and ambition stems from the central brand purpose, highlighting clearly to employees not only what they need to do but why they are doing it. During times of change and uncertainty, this purpose is strongly anchoring for employees, customers and other stakeholders, fostering a sense of belonging, ownership and responsibility. This award is open to organisations whose renewed purpose has enabled leaders to more effectively connect with their teams; offered a lens for decision-making and enabled them to learn and adapt during change. Entrants will have significantly strengthened their purpose, successfully articulating this and connecting it to business strategy. Judges will be looking to see the impact of this reinvigorated purpose on the confidence and trust of employees and other stakeholders and the business benefits in terms of engagement, retention and other outcomes.

Building a Culture of Innovation Initiative

A drive for innovation is central to how an organisation performs in the marketplace and how engaged employees and other stakeholders feel in making a difference to its success. This award will be given to an organisation that has put effective and inspirational innovation at its heart, with outstanding results. Entrants show how their organisations have progressed innovation at a cultural level, not a procedural one. Judges will be looking to understand how the focus on innovation has been enacted, and how this has inspired stakeholders. As well as describing how the culture of the business has changed, submissions should also fully outline the transformation journey itself, including how any barriers or challenges were overcome.

Best CSR/Corporate Sustainability Initiative

Corporate Social Responsibility and Sustainability, and a focus on Social and/or Environmental concerns and impact, has the power to capture the hearts and minds of employees and other stakeholders, by giving even greater meaning and purpose to their efforts. We have seen a rise in the prominence of ESG (Environmental, Social and Governance) issues and reporting, with the aim of encouraging companies to act more

responsibly. Shifts in this area go to the very core of company culture. This category is open to companies who have put CSR, Sustainability or ESG priorities at the heart of how they operate and seen outstanding results. The judges are keen to grasp how organisations have enacted this focus on communities, the environment, or both, and how this has had a direct and positive impact on culture. They would also like to understand any business benefits which have arisen. As well as describing the impact on the culture of the business, submissions should also fully outline the journey itself, including how any barriers or challenges were overcome.

Best Learning Initiative for Business Culture

Effective learning has the capacity to inspire individuals to do their best work and can have a transformative effect on the organisation as a whole. Innovation in learning and a blended approach to how interventions are delivered have enabled learning to be more effectively embedded, leading to true, long term behaviour change. Entrants in this category will be able to show how their learning approach has impacted on organisational culture and the business benefits that have arisen as a result of the initiative as a whole. Judges will be looking to understand how this focus on learning has been enacted, resulting in a reinvigorated culture that has the renewed confidence of employees and other stakeholders. As well as describing how the culture of the business has changed, submissions should also fully outline the transformation journey itself, including how any barriers or challenges were overcome.

Best Wellbeing Initiative for Business Culture

This award recognises organisations that have advanced employee health and wellbeing, increasing engagement and strengthening business culture as a result. The focus could be on physical, mental or financial wellbeing or a blend of all of these. The judges will look to understand how wellbeing initiatives have been developed and advanced, and the impact this has had. Evidence should be provided of the benefits it has brought to the organisation; for example, the impact on the attraction, retention and engagement of staff. Finally, entrants should clearly demonstrate the initiative's journey, including how any barriers or challenges were overcome.

Best Working Environments & Practices Initiative

People's working environments and practices are in a state of change as a fall-out from the pandemic; rapid advancement of new technologies and employees' need for greater balance in their lives. When, how and where we get work done has been called into question and, in many cases, permanently changed. Our working environment, whether it's the office, home, or blend of these, and practices such as flexible or part-time working, transform the way we operate, innovate and collaborate at work. This category is open both to companies who have progressed to working partly or fully remotely; perhaps reimagining or repurposing physical workspaces; and those who have introduced flexible approaches to the traditional working week for some or all employees. The judges are keen to grasp how employees themselves have helped to shape their new working environment or way of working and how the resulting environment has had a direct and positive impact on culture. They will also be keen to understand the business benefits that have arisen as a result. As well as describing how the culture of the business has been impacted, submissions should also fully outline the transformation journey itself, including how any barriers or challenges were overcome.

Business Culture Leaders &/or Teams Award

In this category, we'll be looking for professionals or individual teams who have created or advanced an exceptional Business Culture, and have demonstrated both passion and commitment to creating the type of workplace which has the confidence of staff and other stakeholders. Judges will be looking for evidence of business culture impact, and how this individual or team in particular has contributed. They will need to understand the person or the team's approach and values, and the reasons why they have been so influential. As well as describing how your organisational culture has changed, and the individual or team's role in this transformation, submissions should also fully outline the transformation journey itself, including how any barriers or challenges were overcome.

Best Large Organisation for Business Culture

This category is for companies with more than 2,500 employees that have undertaken a substantial initiative which has had a demonstrable impact on their Business Culture. This category encompasses the diverse range of programmes that an organisation may be involved in, for example DEI, wellbeing, learning and talent initiatives; establishing a new purpose, values and behaviours; as well as wholesale business transformation. Judges will be seeking to understand all steps of the project including planning, implementation, measurement, outcome, and next steps. They will assess how these organisations have advanced their workplace culture, and what the business benefits of this have been. Entrants may include achievements in areas including strategic alignment, leadership development, stakeholder engagement, improving communication, and advancing innovation. As well as describing how your organisational culture has changed, submissions should fully outline the transformation journey, including how any barriers or challenges were overcome.

Best Medium Organisation for Business Culture

This award is open to companies with 251 – 2,500 employees that have undertaken a substantial initiative which has had a demonstrable impact on their Business Culture. This category encompasses the diverse range of programmes that an organisation may be involved in, for example DEI, wellbeing, learning and talent initiatives; establishing a new purpose, values and behaviours; as well as wholesale business transformation. Judges will be seeking to understand all steps of the project including planning, implementation, measurement, outcome, and next steps. They will assess how these organisations have advanced their workplace culture, and what the business benefits of this have been. Entrants may include achievements in areas including strategic alignment, leadership development, stakeholder engagement, improving communication, and advancing innovation. As well as describing how your organisational culture has changed, submissions should fully outline the transformation journey, including how any barriers or challenges were overcome.

Best Small Organisation for Business Culture

This award is open to companies with 1 – 250 employees that have undertaken a substantial initiative which has had a demonstrable impact on their Business Culture. This category encompasses the diverse range of programmes that an organisation may be involved in, for example DEI, wellbeing, learning and talent initiatives; establishing a new purpose, values and behaviours; as well as wholesale business transformation. Judges will be seeking to understand all steps of the project including planning, implementation, measurement, outcome, and next steps. They will assess how these organisations have advanced their workplace culture, and what the business benefits of this have been. Entrants may include achievements in areas including strategic alignment, leadership development, stakeholder engagement, improving communication, and advancing innovation. As well as describing how your organisational culture has changed, submissions should fully outline the transformation journey, including how any barriers or challenges were overcome.

Business Consultancy of the Year Award

The partnership of consultancies and practitioners can yield transformative results, and this award recognises the contribution of consultancies to Business Culture change initiatives. It will be presented to a consultancy that has enabled outstanding results in Business Culture work on a major client project or selection of projects. Entrants will show how they have worked hand-in-hand with their clients to deliver projects with a maximum cultural, rather than solely operational, impact. Judges will be looking for client testimonials, key metrics and why the consultancy is said to have excelled in their work. They will consider evidence of solution appropriateness, innovation, business impact, and client satisfaction. The consultancy must have their client(s) permission to enter. As well as describing how organisational culture has changed, and the reasons for this transformation, entrants should clearly demonstrate the initiative's journey, including how any barriers or challenges were overcome.

Category List:

Best Business Transformation Initiative
Leading with Purpose for Business Culture
Building a Culture of Innovation Initiative
Best CSR/Corporate Sustainability Initiative
Best Learning Initiative for Business Culture
Best Wellbeing Initiative for Business Culture
Best Working Environments & Practices Initiative
Business Culture Leaders &/or Teams Award
Best Large Organisation for Business Culture Best
Medium Organisation for Business Culture Best
Small Organisation for Business Culture Business
Culture Consultancy of the Year Award

View steps to enter, tips for a great submission and all the key dates [here](#)