

INTRODUCTION

The Business Culture Awards are in their 11th year, having recognised organisations across diverse sectors for work which contributes to creating and sustaining a positive and productive culture and employee experience.

This entry kit outlines key dates, steps to enter, entry fees, award categories and FAQs.

If you prefer, you can go straight to the [Award Entry Platform](#) to get started. You'll find this information as you create your entries.

ENTRY FEES

Standard Entry Fee - £250 + VAT single entry

Early Bird Offer - 2 Entries for price of 1 (When paid for and submitted by Fri 3rd April. Entry content can be edited anytime up until Fri 3rd July)

Late entry submitted after 3rd July - £375 + VAT per entry (this includes entries previously paid for but submitted after the deadline).

EASY STEPS TO ENTER

- 1) Decide on the category/ies which best suit your work. There's no limit to the number of categories you can enter.
- 2) Create an account on the [Award Entry Platform](#), when you're ready to start your entry/ies.
- 3) Complete the four entry questions, saving in progress. You can go back to your entry/ies as many times as you like.
- 4) Attach up to 3 pieces of supporting evidence, including videos, reports, slides etc. You can also opt to enter without these.
- 5) You can copy the same or similar content into a different category, to give yourself more chance of success.

KEY DATES

23 FEB

AWARD ENTRIES OPEN

3 SEPT

FINALISTS REVEALED

3 APR

EARLY BIRD ENTRIES CLOSE

25 NOV

WINNERS ANNOUNCED
& AWARDS CEREMONY

3 JULY

FINAL ENTRY DEADLINE

BENEFITS OF ENTERING

The Business Culture Awards gives forward-thinking organisations a way to celebrate work which sets their employees up to succeed; recognising how employee experience is fundamental to business performance. By strengthening your culture and sharing the outcomes you are:

- Creating a sustainable competitive advantage that is much harder to imitate than your products or services.
- Focusing on your employee engagement, one of the leading metrics of organisational performance.
- Applying an effective channel to promote, within and outside of your sector, how your company values its unique culture and its people, with promotional badges and assets provided by Business Culture Awards for your own marketing. Plus further promotional material generated by the Awards team, with your approval.
- Gaining access to the powerful Business Culture network and community, which comprises leading practitioners and thinkers in HR and business.
- Demonstrating value to your investors or stakeholders by aligning a stand-out customer brand with an exceptional employer brand.

HINTS AND TIPS

- Incorporate specific examples of activities that took place to support the broader story
- Incorporate targets, results and other metrics, including for example, the number of people involved, ROI, other organisational impact measures etc.
- Clearly describe how your approach has advanced your workplace culture.
- Include the timescales this took place within.
- Avoid jargon and keep in mind that the judges won't have the same inside knowledge of your business as you do.
- You can edit your entry after submitting, up until the entry deadline.
- Utilise the 'copy' feature to duplicate your entry and adjust the category as needed.
- Write concisely; and tell a powerful and engaging story.
- Adhere to the word limits, which are designed to give you sufficient space to fully explain your entry.
- Use supporting evidence to strengthen the narrative of your entry.

RULES FOR ENTERING

- All Entry/ies should be completed on our Award Entry platform [here](#) by 23:59pm on 3rd July 2026.
- You may include up to a maximum of 3 supporting documents/materials which with each submission and these may include videos, reports, recordings, photos, etc. There is no limit to the file size you can upload, but for very large video files you may find it easier to share a link to a video-sharing platform such as Vimeo or YouTube instead.
- There is no limit to the number of categories you may enter. In some instances, there may be a reason why you wish to submit the same entry into different categories, and this is admissible. Each Entry should meet the specifications of the chosen category(ies).
- If you are a Consultancy entering a category on behalf of a client, for any categories except Consultancy of the Year, you must have written consent beforehand and include their company name within your Entry. There is no requirement to send evidence of this consent to Business Culture Awards. You must also accept that this client will be named as the Winner/Highly Commended/Finalist, jointly with yourself. (For the Consultancy of the Year category, you do not need to have client permission or to name the client).
- For each entry, the name of the organisation stated will be the name we use for all communications, on the website, trophies, certificates etc.
- As an entrant, you agree to full co-operation with our chosen judges.
- The Finalists shortlisted will be announced on 3rd September and all entrants will receive an individual email communication.
- The judges' decisions are final and no changes will be made, or discussions had, regarding their decision. We will provide brief judging comments for each entry.
- The Award prize is non-transferable, non-negotiable and no cash replacement will be provided.
- Footage, including videos and photos, may be used by the Business Culture Awards and/or our media partner, where appropriate.
- All Business Culture Awards Winners, Highly Commended organisations or Finalists may promote themselves as such, where they deem appropriate. Business Culture Awards will supply promotional, visual and copy assets to all participants for this purpose. You may download a copy of our Media Kit [here](#).

CATEGORIES

BUSINESS TRANSFORMATION AWARD

This award is open to organisations that have delivered a significant transformation or turnaround in their business and culture and can demonstrate outstanding results.

- Entries should clearly articulate how the organisation's culture has been transformed, the drivers behind this change, and the positive impact it has had on overall business performance.
- Judges will be looking for evidence of how the change was enacted, and how and why the transformed culture has strengthened stakeholder confidence.
- Submissions may include achievements in areas such as strategic (re)alignment, stakeholder management, organisational design and development, change management, and process improvement, and should demonstrate how these elements connect to and support the cultural shift.
- In addition to describing the cultural change achieved, entrants should provide a clear account of the transformation journey, including how challenges or barriers were identified and successfully overcome.

BUSINESS CULTURE BUILDER AWARD

This award recognises organisations that have already established a positive and productive culture aligned to their people and strategy, and that have taken further significant steps forward on their journey towards becoming an exceptional workplace.

- Submissions in this category are likely to highlight progress across two or more areas of focus, such as wellbeing, flexible working, learning and development, or corporate social responsibility. Entrants should demonstrate how these initiatives have been developed, how they have driven a cultural shift, and the positive impact they have had on business outcomes.
- The organisation's ambition, activities and results should be clearly articulated, with a clear explanation of how these developments contribute to the wider goal of becoming an exceptional workplace.
- In this category, judges will be looking for meaningful step-changes in performance and culture, rather than a wholesale cultural transformation.
- As well as describing how the organisation's culture has evolved, submissions should provide a clear account of the journey of cultural development, including how any challenges or barriers were identified and overcome.

BUSINESS CULTURE DEFINITION AWARD

This award is open to organisations that are intentionally focusing on culture for the first time and are actively aligning this with their strategy and long-term ambition.

- This category is particularly suited to organisations that may not previously have had a clear or explicit focus on culture or its impact on performance, but which have recognised the need to define the culture required to support future success.
- Entries should clearly articulate the desired culture, including the values and behaviours the organisation is seeking to embed, and explain how this cultural ambition was developed. Submissions should outline the key steps taken to introduce and embed these values and behaviours across the organisation, along with the early outcomes and results achieved to date.
- Judges will be looking for clarity of intent, strong alignment between culture and strategy, and evidence of deliberate, thoughtful action rather than fully mature outcomes.
- As well as describing how the new culture is taking shape, submissions should provide a clear account of the cultural definition journey, including how any challenges or barriers were identified and addressed.

CATEGORIES

LEADING WITH PURPOSE AWARD

Purpose-led organisations are proven to perform better, with a clearly articulated purpose driving growth, alignment and long-term value. A strong, shared sense of purpose creates a common vision and ambition, helping employees understand not only what they do, but why they do it. During periods of change and uncertainty, purpose provides a powerful anchor for employees and other stakeholders, fostering belonging, ownership and a shared sense of responsibility.

- This award is open to organisations whose renewed or reinvigorated purpose has enabled leaders to connect more effectively with their teams, provided a clear lens for decision-making, and supported learning and adaptation through change.
- Entrants will demonstrate how they have strengthened their organisational purpose and articulated it in a way that is credible, meaningful and clearly aligned to business strategy.
- Submissions should outline how purpose has been embedded into leadership behaviours, ways of working and strategic priorities, and how this has influenced organisational culture.
- Judges will be looking for evidence of the impact of this renewed purpose on employee confidence, trust and engagement, as well as its influence on customers and other stakeholders, supported by tangible business benefits such as improved engagement, retention, performance or other relevant outcomes.

BEST BRAND & VALUES INITIATIVE FOR BUSINESS CULTURE

This award recognises organisations where brand and values play a central role in shaping workplace culture and influencing behaviours for business impact.

- Entrants will have clearly articulated organisational values and be able to demonstrate how these have been actively embedded to shape mindsets, influence behaviours and guide decision-making within the organisation and/or in interactions with customers. Judges will be looking for evidence that behaviour change is sustained and consistent, and that it has delivered meaningful business impact.
- Submissions should outline how the brand and values have been developed, evolved and brought to life in practice, including how alignment has been achieved between the employer brand and consumer brand(s) where relevant.
- Entrants should provide clear evidence of the benefits delivered, for example enhanced employer visibility and reputation, stronger retention or engagement of employees, or improved customer trust, loyalty or advocacy.
- As well as demonstrating outcomes, submissions should clearly describe the journey to achieving a strong, authentic brand and values, including how any challenges or barriers were identified and overcome.

BUSINESS CULTURE INNOVATION AWARD

Innovation is critical to sustainable organisational performance and to the engagement of employees and other stakeholders. When people feel empowered, heard, trusted and psychologically safe to experiment, share new ideas or challenge established ways of working, creativity is unlocked, inefficiencies are addressed and sustainable performance can be achieved.

- This award recognises an organisation that has delivered an effective and inspiring innovation initiative, or taken significant steps to build and embed a culture of innovation, with outstanding results. Entrants will demonstrate how their organisational culture has enabled innovation to flourish and how innovation activity has been translated into meaningful impact and success.
- Judges will be looking to understand how the focus on innovation has been intentionally enacted, the role of leadership and culture in enabling it, and how this approach has inspired employees and other stakeholders.
- As well as describing how the organisation's culture has evolved, submissions should provide a clear account of the innovation journey, including how barriers or challenges were identified and successfully overcome.

CATEGORIES

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 enable learning to be more effectively embedded, leading to true, long term mindset and 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; for example upskilling/reskilling employees in line with new business priorities.
- 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.

FUTURE WORKPLACE READINESS AWARD

The future of work is already taking shape. Rapid technological change, evolving workforce expectations and growing pressure on wellbeing are reshaping how organisations operate and how people experience work. Those best placed to succeed are taking a proactive, people-centred approach to change, building resilience, adaptability and confidence while embracing new ways of working, learning and leading.

- This award recognises organisations that are actively preparing for the future workplace and understand how a strong cultural foundation enables successful change, sustainable growth and continuous learning. It celebrates organisations that are not simply reacting to change, but deliberately shaping the conditions in which their people and their business can thrive.
- Entrants may describe one or more aspects of their work, such as the realignment of culture and strategy; a people-first approach to implementing new technology or AI; initiatives to upskill or reskill talent to meet changing business needs; or efforts to strengthen connection and collaboration across geographies, generations, or hybrid and remote workforces.
- Judges will be keen to understand how future-of-work readiness is driving cultural change, and how employee and stakeholder confidence and engagement have been maintained or strengthened through change.

BEST CSR/CORPORATE SUSTAINABILITY INITIATIVE

Corporate Social Responsibility and Sustainability, including social and environmental impact, have the power to capture the hearts and minds of employees and other stakeholders by giving greater meaning and purpose to their efforts. The growing prominence of ESG (Environmental, Social and Governance) priorities and reporting reflects increased expectations that organisations act responsibly and transparently. Progress in this area goes to the core of organisational culture, influencing how decisions are made, how people behave and how organisations show up in the world.

- This award is open to organisations that have placed CSR, Sustainability or ESG priorities at the heart of how they operate and have delivered outstanding results.
- Judges will be keen to understand how this focus on communities, the environment, or both, has been enacted in practice and how it has had a direct and positive impact on organisational culture.
- Submissions should also outline any business benefits that have arisen, alongside the cultural impact achieved.
- As well as describing outcomes, entrants should clearly set out the journey to embedding CSR, Sustainability or ESG into the organisation, including how barriers or challenges were identified and overcome.

CATEGORIES

BEST WELLBEING INITIATIVE FOR BUSINESS CULTURE

This award recognises organisations that have meaningfully advanced employee health and wellbeing, strengthening engagement, resilience and business culture as a result. The focus may be on physical, mental or financial wellbeing, or a holistic approach that recognises the interconnected nature of these challenges in today's working environment.

- Entrants may, for example, address wellbeing in the context of the cost-of-living crisis, new and evolving ways of working, increased workloads, or rising levels of stress and burnout across organisations. Submissions should demonstrate a clear understanding of the wellbeing pressures facing employees and how initiatives have been designed to respond in a practical, inclusive and sustainable way.
- Judges will be looking to understand how wellbeing initiatives have been developed, embedded and evolved, and the impact they have had on people's experiences at work.
- Evidence should be provided of the benefits delivered to the organisation, such as improved engagement, attraction and retention of employees, reduced absence, or stronger performance and morale.
- As well as describing outcomes, entrants should clearly outline the wellbeing journey, including how challenges or barriers were identified and overcome.

BEST DIVERSITY, EQUITY & INCLUSION INITIATIVE

DE&I approaches seek to create meaningful, systemic change towards more equitable and inclusive environments. Organisations continuing to make sustained progress in this area recognise the value of diversity in high-performing teams and understand the importance of creating cultures in which people from all backgrounds feel respected, supported and able to contribute fully.

- This award recognises organisations that have placed diversity, equity and inclusion at the heart of their business culture and can demonstrate outstanding results.
- Submissions should show how DE&I priorities have been intentionally embedded into everyday practices, leadership behaviours and decision-making.
- Judges will be keen to understand how this focus on diversity, equity and inclusion has been enacted in practice, and how it has contributed to a stronger, more inclusive organisational culture. Entries should demonstrate the impact of this work on employee confidence, engagement and trust, as well as its influence on wider stakeholders.
- As well as describing the cultural outcomes achieved, submissions should clearly outline the DE&I journey, including how progress has been sustained over time and how any challenges or barriers were identified and overcome.

BEST EMPLOYEE VOICE INITIATIVE FOR BUSINESS CULTURE

Harnessing employee voice is fundamental to building trust between organisations and their people and to creating a positive workplace culture. When employees feel able to share ideas, raise concerns and challenge existing ways of working, organisations benefit from higher engagement, stronger wellbeing, increased innovation and improved productivity. Timely, visible and appropriate responses from leaders to what employees say—whether feedback is gathered formally or informally—are a critical driver of sustained organisational success.

- In this category, entrants will demonstrate the channels through which employee voice is encouraged and captured, and how a wide diversity of perspectives, backgrounds and opinions is actively sought and valued.
- Submissions may also describe how psychological safety has been intentionally created, enabling people at all levels to speak up with confidence and trust that their views will be heard and acted upon.
- Judges will be looking to understand how employee voice reflects and strengthens organisational culture, and how it has generated tangible business impact.
- Evidence may include improvements in engagement and retention, new ideas or innovations implemented, enhanced decision-making, or positive outcomes for performance and wellbeing.

CATEGORIES

CULTURE & COMMUNICATIONS AWARD

(Formerly Best Internal Communications Strategy for Business Culture).

Effective communication plays a critical role in shaping and sustaining a strong business culture. When communication is clear, purposeful and well executed, it enables better-informed and more trusted leaders, and helps employees feel valued, engaged and connected to the organisation's direction. Particularly during periods of change or uncertainty, strong internal communication supports faster understanding, alignment and response.

- This award recognises organisations that have used communication strategically to strengthen culture, whether through an ongoing approach or in response to a significant business challenge.
- Entrants may focus on initiatives such as realigning employees with business priorities, supporting changes in behaviour and ways of working, enabling organisational transformation, or responding meaningfully to employee voice and feedback.
- Judges will be looking for evidence that employee needs have been understood and actively considered, and that communication has been used to build clarity, confidence and trust.
- Submissions should present a clear narrative describing the scale and impact of the approach, how communication aligns with organisational culture, values and behaviours, and the business outcomes achieved, such as improved engagement, alignment or performance.

COACHING, MENTORING &/OR PERSONAL DEVELOPMENT AWARD

Coaching, mentoring and the targeted development of individuals through structured, ongoing conversations and activities can deliver wide-reaching benefits for both organisations and their people. These approaches can help develop and retain critical talent, provide stability during periods of change, support knowledge-sharing and skill transfer, and boost individual performance, motivation and career progression.

- In this category, judges will be looking to understand how coaching, mentoring and/or personal development or performance management initiatives have supported organisational performance and success, and how far-reaching their impact has been.
- This may include evidence of a growing coaching culture, improved performance, stronger leadership capability or enhanced employee confidence and engagement.
- Entrants should clearly outline the full journey of the initiative, including its planning, design, implementation, measurement and outcomes, as well as any next steps or future development plans.
- Submissions should also explain who has been involved, including the rationale for the selection of coaches, mentors, coachees or development groups, and how this has contributed to the initiative's overall effectiveness.

DESIGNING WORK FOR CULTURE & PERFORMANCE AWARD

(Formerly Best Working Environments & Practices Initiative). As organisations move beyond large-scale changes to where people work, attention is increasingly focused on how work feels, where connection happens, and the moments that matter. With more dispersed teams, evolving employee expectations and a renewed emphasis on wellbeing and belonging, organisations are intentionally designing ways of working that create meaningful connection, collaboration and performance.

- This award recognises organisations that have thoughtfully redesigned working practices and aligned their culture to support purposeful moments that bring people together. Entries in this category may focus on reimagining physical workspaces, creating intentional collaboration, learning or celebration, strengthening connection across hybrid, remote or frontline teams, or designing more sustainable and engaging patterns of work.
- Judges will be keen to understand how employees have been involved in shaping these approaches, how culture has enabled new ways of working to take hold, and how this has strengthened engagement, trust and effectiveness. Submissions should also demonstrate the business benefits achieved, such as improved performance, retention, collaboration or productivity.
- As well as describing outcomes, entrants should clearly outline the journey of change, including how challenges or barriers were identified and overcome.

CATEGORIES

BUSINESS CULTURE LEADERSHIP AWARD

This award recognises professionals who have created, shaped or significantly advanced a positive and productive business culture, demonstrating clear passion, commitment and credibility in building a workplace that has earned the confidence of employees and other stakeholders.

- Entries may focus on an individual leader, a small group of leaders, or an entire leadership team. Submissions should demonstrate how leadership has played a defining role in setting direction, modelling behaviours and embedding values that have positively influenced organisational culture.
- Judges will be looking for clear evidence of cultural impact, and the specific contribution made by the individual or individuals nominated. Entrants should articulate the leadership approach taken, the values that underpin it, and why this leadership has been particularly influential in shaping culture and performance.
- As well as describing how organisational culture has evolved, submissions should clearly outline the leadership journey behind this change. This should include the context for action, the challenges or barriers encountered, and how these were addressed. Evidence of positive outcomes for employees, stakeholders and the organisation will be key to a strong entry.

BUSINESS CULTURE TEAM AWARD

This award recognises the power of teams to champion, shape and influence outstanding business culture. It celebrates teams whose collective passion, commitment and collaboration have played a defining role in creating a distinctive workplace that has earned the confidence of employees and other stakeholders.

- Submissions should demonstrate how the team has contributed meaningfully to cultural progress within the organisation. This may include innovative approaches to addressing cultural challenges, effective collaboration across functions or boundaries, or the delivery of key initiatives that have strengthened culture and performance.
- Judges will be looking for clear evidence of the team's impact, including measurable contributions to organisational outcomes. This could include underpinning project work, operational excellence in execution, improvements in engagement or performance, or demonstrable cultural change linked to the team's efforts.
- Entrants should provide insight into the team's values, ways of working and approach, and explain why the team has been particularly influential. As well as describing how organisational culture has evolved, submissions should clearly outline the team's journey, including the context for action and how any challenges or barriers were identified and overcome.

TALENT STRATEGY & CAPABILITY FOR BUSINESS CULTURE

(formerly Best Talent Approaches for Business Culture)

Attracting, developing and retaining the right talent has become one of the defining challenges facing organisations today. With blended, multi-generational and geographically dispersed workforces, evolving skill requirements and increasing competition for critical capabilities, organisations are rethinking how talent strategy supports both performance and culture.

- This award recognises organisations that have taken a thoughtful, effective and culture-led approach to talent strategy, delivering clear value for their people and their business.
- Entries may describe one or more talent approaches, such as developing early-career or future talent, upskilling or reskilling existing employees to meet changing needs, attracting scarce or specialist skills, strengthening connection across diverse workforce groups, evolving an Employee Value Proposition, or embedding values-based recruitment and development.
- Judges will be looking to understand how talent approaches are aligned with organisational culture, and how this alignment has enabled stronger outcomes.
- Submissions should demonstrate the impact on engagement, capability, retention or performance, and clearly outline the journey taken, including how challenges or barriers were identified and addressed.

CATEGORIES

DIGITAL & DATA-ENABLED CULTURE AWARD

(formerly Best Use of Technology & / or Analytics for Business Culture)

Digital tools, data and analytics are increasingly shaping how people experience work, make decisions and connect with one another. When used thoughtfully, technology can strengthen trust, transparency and inclusion, enable better collaboration, and support more responsive and human-centred organisations. Used well, it becomes a powerful enabler of positive business culture.

- This award recognises organisations that have taken a people-first approach to using technology, data and/or analytics to strengthen business culture. Entries may focus on how digital tools or insights have been used to improve communication, engagement, wellbeing, decision-making, learning, performance or employee experience, rather than on technical implementation alone.
- Judges will be keen to understand how this focus has been enacted in practice, the cultural impact it has had, and how it has enhanced the confidence of employees and other stakeholders. Submissions should demonstrate how technology and/or analytics have been progressed at a cultural level, not simply an operational one, and the business benefits achieved as a result.
- As well as describing outcomes, entrants should clearly outline the journey taken, including how challenges or barriers were identified and overcome.

CULTURE ALIGNMENT AWARD

(Formerly Integrations & Mergers Award. This category includes, but is not limited to, M&A.) As organisations grow, evolve and respond to change, aligning culture across teams, functions and organisational boundaries becomes critical to performance, trust and collaboration. Whether driven by growth, restructuring, new operating models or strategic change, cultural alignment helps organisations move beyond silos and work together with greater clarity, cohesion and shared purpose.

- This Award recognises organisations that have successfully brought different parts of the business closer together, creating stronger connection, collaboration and consistency, with a demonstrable impact on performance.
- Entries may describe a wide range of scenarios, including mergers or acquisitions, the integration of new teams or functions, shifts away from siloed or tribal ways of working, or the effective alignment of diverse subcultures within a larger organisation.
- Judges will be keen to understand how cultural alignment has been achieved in practice, the role of leadership and employees in shaping the change, and how trust, confidence and collaboration have been strengthened. Submissions should also outline the journey of alignment, including how challenges or tensions were identified and addressed, and the cultural and business benefits that resulted.

INTERNATIONAL BUSINESS CULTURE AWARD

This award is open to organisations with a significant international footprint that have delivered business culture work, either in a single national context beyond the UK, or across multiple countries, regions or markets, with outstanding results. Entrants may or may not have a UK-based team or office.

- Submissions should demonstrate how the organisation has worked at a cultural level across countries, regions or markets, and how this has supported collaboration, consistency and performance in an international context. Entries may reference one or more programmes or initiatives, such as wellbeing, learning and talent development, leading with purpose, or the introduction of new values and behaviours. Some entrants may also describe broader or wholesale business culture transformation delivered internationally.
- Judges will be looking for clear evidence of achievement in these areas, with particular focus on how business culture has been successfully embedded and sustained across borders.
- Submissions should clearly outline key project steps, including planning, implementation, measurement and results, and describe the change journey, including how any challenges or barriers were identified and overcome.

CATEGORIES

BEST LARGE ORGANISATION FOR BUSINESS CULTURE

This category recognises organisations with more than 2,500 employees that have delivered a substantial business culture initiative, or achieved significant step-changes across multiple areas, with a demonstrable impact on culture and performance. It reflects the challenge of shaping, aligning and sustaining culture at scale, often across complex, diverse and geographically dispersed workforces.

- Entries may reference one or more initiatives that address the realities of operating at scale, such as strengthening leadership capability, enabling effective decision-making, building critical skills for the future, embedding new ways of working, improving collaboration across boundaries, or using insight, technology or data to support cultural progress. Some organisations may also describe broader or organisation-wide cultural transformation.
- Judges will seek to understand the full scope of the work, including planning, governance, implementation, measurement, outcomes and next steps, and how cultural consistency has been achieved across the organisation. Submissions may include achievements in areas such as strategic alignment, leadership effectiveness, stakeholder engagement, communication, innovation and operational execution.
- As well as describing how organisational culture has evolved, entrants should clearly outline the transformation journey, including how scale, complexity or resistance were managed and the business benefits achieved.

BEST MEDIUM ORGANISATION FOR BUSINESS CULTURE

This category recognises organisations with 251–2,500 employees that have delivered a substantial business culture initiative, or achieved important step-changes across multiple areas, with a demonstrable impact on culture and performance. It reflects the unique position of medium-sized organisations, often balancing growth, increasing complexity and scale while retaining agility and a strong sense of identity.

- Entries may reference initiatives that support organisations at this stage of evolution, such as strengthening leadership capability, building future-ready skills, evolving ways of working, improving collaboration as teams grow or change, enabling clearer decision-making, or using insight, technology or data to support cultural progress. Some organisations may also describe broader, organisation-wide culture change.
- Judges will seek to understand the full scope of the work, including planning, implementation, measurement, outcomes and next steps, and how cultural progress has been sustained as the organisation grows. Submissions may include achievements in areas such as strategic alignment, leadership effectiveness, communication, stakeholder engagement, innovation and operational delivery.
- As well as describing how organisational culture has evolved, entrants should clearly outline the journey of change, including how challenges or barriers were identified and overcome, and the business benefits achieved.

BEST SMALL ORGANISATION FOR BUSINESS CULTURE

This category recognises organisations with 1–250 employees that have delivered a substantial business culture initiative, or achieved important step-changes across multiple areas, with a demonstrable impact on culture and performance. It is particularly relevant to organisations that may be focusing intentionally on culture for the first time, or strengthening culture as the organisation grows or evolves.

- Entries may reference initiatives that reflect the realities of smaller organisations, such as clarifying direction and priorities, strengthening leadership capability, embedding effective ways of working, improving communication and decision-making, or building skills and confidence to support future growth. Some organisations may also describe broader, organisation-wide cultural change delivered at pace and with limited resources.
- Judges will seek to understand the full scope of the work, including planning, implementation, measurement, outcomes and next steps, and how culture has been advanced in a practical and sustainable way. Submissions may include achievements in areas such as alignment, collaboration, engagement, innovation or operational effectiveness.
- As well as describing how organisational culture has evolved, entrants should clearly outline the journey of change, including how challenges or barriers were identified and overcome, and the business benefits achieved.

CATEGORIES

BEST PUBLIC SECTOR ORGANISATION FOR BUSINESS CULTURE

This category recognises public sector organisations of any size that have delivered a substantial business culture initiative, or achieved important step-changes across multiple areas, with a demonstrable impact on culture and organisational effectiveness. It is open to publicly funded organisations, including government departments, NHS organisations, local authorities and other public bodies.

- Entries may reference initiatives that reflect the unique context of the public sector, such as strengthening leadership and accountability, supporting workforce resilience, enabling effective collaboration across services or partners, improving decision-making and communication, building critical skills and capability, or using insight, technology or data to support cultural progress. Some organisations may also describe broader, organisation-wide culture change delivered in response to reform, transformation or system pressures.
- Judges will seek to understand the full scope of the work, including planning, governance, implementation, measurement, outcomes and next steps, and how culture has been advanced in a sustainable and practical way. Submissions should demonstrate the organisational benefits achieved, such as improved engagement, service delivery, collaboration or performance.
- As well as describing how organisational culture has evolved, entrants should clearly outline the journey of change, including how challenges, constraints or barriers were identified and overcome.

BEST NGO/NON-PROFIT ORGANISATION FOR BUSINESS CULTURE

This category recognises NGOs, non-profit, not-for-profit and charitable organisations of any size that have delivered a substantial business culture initiative, or achieved important step-changes across multiple areas, with a demonstrable impact on culture and organisational effectiveness. It reflects the unique challenge of sustaining strong culture in mission-driven organisations operating under funding constraints, high stakeholder expectations and complex delivery environments.

- Entries may reference initiatives that address these realities, such as strengthening leadership and accountability, supporting workforce and volunteer resilience, enabling effective collaboration across teams, partners or geographies, improving communication and decision-making, or building capability to support long-term impact and sustainability. Some organisations may also describe broader, organisation-wide culture change linked to growth, restructuring or shifts in mission delivery.
- Judges will seek to understand the full scope of the work, including planning, implementation, measurement, outcomes and next steps, and how culture has been advanced in a practical and values-led way. Submissions should demonstrate organisational benefits such as improved engagement, collaboration, effectiveness or impact.
- As well as describing how organisational culture has evolved, entrants should clearly outline the journey of change, including how challenges, constraints or barriers were identified and overcome.

BUSINESS CULTURE CONSULTANCY OF THE YEAR AWARD

The award will be presented to a consultancy that has delivered outstanding results through one major client engagement or a portfolio of client projects focused on business culture.

- Entries should demonstrate how the consultancy has worked in close partnership with its client(s), applying insight, expertise and creativity to achieve meaningful cultural outcomes, rather than solely operational change.
- Judges will be looking for clear evidence of impact, including client testimonials, relevant metrics and a compelling explanation of why the consultancy's work has been particularly effective. They will consider the appropriateness of the approach, innovation in design and delivery, business and cultural outcomes achieved, and levels of client satisfaction.
- The consultancy must have permission from its client(s) to enter; however, unlike other categories, this award will be presented in the consultancy's name only.
- As well as describing how organisational culture has changed, entries should clearly outline the journey undertaken, including how challenges or barriers were identified and overcome.

FAQs

Who are your judges?

Our judges are senior leaders in fields spanning company culture, employee experience and engagement, leadership development, wellbeing, DE&I, talent and learning. You can [view the 60+ members of our Judging Panel](#), drawn from a wide range of leading global organisations across multiple sectors. They are practitioners in their fields, devising the people agenda in their own organisations and with extensive experience in what good looks like. Many of our judges are previous winners themselves.

Judging is by invitation only but please contact cath.longfield@businesscultureawards.com if you're keen to be considered and are a senior practitioner in one or more of these fields.

What's the background to the Awards and how long have they been going?

In 2026, we'll celebrate the 11th Annual Business Culture Awards and the companies taking the greatest strides in building an exceptional company culture. The Awards and Events were originally co-founded by Tim Pointer & Cath Longfield. Tim is a Chief People Officer with 25 years' leadership experience, directing business transformation (double-digit growth, mergers, acquisitions & IPO) in global organisations. His passion for exceptional culture as the foundation for accelerating business performance has resulted in previous recognition for him and his teams and the desire to promote greater study, celebration and recognition for company culture. Cath brings 25 years' cross-sector marketing expertise including B2B, Not-for-Profit, retail and financial services.

How long does a submission need to be and what's the format?

Entries are limited to 1,500 words (equivalent to 2 sides A4), answering the 4 questions on the award entry platform. Q1 is the situation/challenge you faced (250 words). Q2 is the approach and activities you undertook in response (500 words). Q3 the results you saw, both quantitative stats and qualitative results such as staff testimonials (500 words). Q4 outlines next steps (250 words), in other words, where you are going next with this project or whether your work sparked a new initiative. You can include up to 3 supporting documents which strengthen your entry overall.

Can we include any supporting materials along with our submission and what format can these be in?

Up to 3 supporting docs can be added, such as videos, reports, slides, data spreadsheets. A well-written entry about an innovative approach which has seen strong results, with no supporting documents, will score more highly than additional documents included in an attempt to bolster a submission which is not written up clearly or does not include evidence of success.

There is no maximum file size, though you may wish to share a link to a video-sharing platform or your website for very large video files (over 100MB), instead of the video file itself. A sensible and succinct approach is advised for supporting materials – remember that judges are senior leaders in busy roles. They have given their commitment to thoroughly and critically review each of the entries but 50-slide presentations or reports are unlikely to score as well as supporting evidence which is clear and to-the-point.

Are entries penalised if they don't come with additional supporting material?

No, not at all. It is more important that you outline a succinct story across the four key entry form questions, starting with a clear purpose and objectives for the work that you undertook. The judges want to understand how you delivered on the goals you have set out, including an outline of the plan from initiation through to implementation, who was involved and why this plan was appropriate. Finally they want to understand the results, including the impact on employees, employee experience and culture, and on the business. A narrative that is well-articulated, including these elements, does not necessarily need additional supporting documents, though if you have them and you feel you strengthen the submission, then you are welcome to include them.

FAQs

Can we deviate from the word count or will this be penalised?

Entrants are required to adhere to the word count (as detailed above) for each of the 4 Entry Questions. The award entry platform does not permit the addition of extra words for any of the sections. You may use your supporting documents to include additional evidence if you wish.

Try to avoid being significantly short of the word count in any of the sections too, as this may affect your overall score.

Do I have to complete the entry questions within the entry platform or can I create a different style of document to tell our story?

Most people opt to complete the entry questions within the platform and many attach one or more supporting documents. It is permissible however to create a separate entry document which is more “designed” and containing images. Please upload this as the first of your attachments and clearly label it as “Entry Form”. As you are allowed up to 3 supporting documents, your maximum attachments in this case will increase to 4. NB. You will still need to enter one or more characters, eg. ‘xxx’ into each of the 4 Entry Question fields, in order to be able to submit the entry.

Please ensure that we have all the details requested for your submission, including entrant(s) details and the category and title of your entry. Please also ensure that you address each of the Entry Questions and adhere to the word counts. If you give little evidence for one of the questions, you may lose marks, as judges are marking to specific criteria.

Can images be included on the entry form?

Absolutely. Alongside the fields for your entry, you can attach one ‘supporting image’ for each of the 4 sections. This can be a great way to emphasise parts of your narrative and bring your entry to life. The images are not included within your word count, or as one of your 3 attachments.

I’m not sure which of the categories my initiative fits with best?

It can be really helpful in this case to have a short call to discuss with the team who are very experienced in guiding entrants as to which of the categories is the best match. We also adapt categories each year, including launching new ones based on trends that have been observed in the workplace. If you would like advice from the team, please contact them at [+44 \(0\) 1727 847398](tel:+44(0)1727847398) or at team@businesscultureawards.com

Is there a limit to how many categories you can enter?

No, if you have strong stories to tell in a number of areas, and have seen the impact of these initiatives, you can put forward any number of submissions. Often more than one category is applicable to a project, or organisation. Many companies opt to put forward more than one submission. They either submit the same entry in more than one category; the same entry with some edits; or they create different material for each of the categories they have selected. Please bear in mind that payment is per category entered, with discounts for multiple submissions. We also have an extensive judging panel; therefore a variety of judges would be assigned to scoring and commenting on your entries across the different categories.

FAQs

Can you give me any advice on creating a great entry? What do the judges look for specifically?

You can refer to 'Tips for Entry', on page 2 above, or on the entry platform. Judges are marking to criteria, which you can see listed against each of the individual categories on the Award Entry Platform, and will want to clearly understand the steps you have taken from outset to review and whether the work has delivered on the intended outcomes. They'll be looking for evidence of results and measurability and that the aspect you have improved has delivered value in your organisation.

They'll also be assessing how your culture is improved or advanced by this work and how it aligns with organisational strategy and performance. Finally they'll be thinking about whether your approach is creative and whether it sets contemporary standards from which others can learn. The Judges are aware of word counts for entries.

If you are drafting the entry and are unsure about the best way to tell an engaging story, grammar, or your written style, we'd advise getting an internal comms colleague, or similar, to read over your entry to make sure it's punchy and engaging for the reader.

Remember that the judges assessing are unlikely to know your company and the sector you operate in, so it always makes sense to give a flavour of this to set the scene at the start of your entry.

Is there a set timeframe that the work submitted must have taken place in? Eg. the last 12 months

There isn't a hard and fast rule here, as people's sectors, challenges and objectives are so different. The most important thing is that whatever the time frame for the work, you'll need to include evidence of impact. A mix of quantitative and qualitative results are advisable, with a range of different metrics and testimonials.

While some companies choose to submit a longer-term and slower process of wholesale transformation, over a number of years, other submissions focus on initiatives with a shorter implementation phase, with results being seen much more rapidly. Companies and teams' responses to a crisis is a good example of the latter.

Will we need to make a presentation if we are shortlisted?

There is no requirement for our entrants or finalists to make a presentation at the current time and entries are judged wholly on the basis of the written evidence that you submit. Judging takes place over July - August and entries are marked to the criteria outlined above.

If we are completing more than 1 submission, do they all need to be completed at the same time?

It's completely up to you. Sometimes entrants prefer to complete everything in one go, while others prefer to submit each of their entries as and when they are approved internally, or by their clients. Our award entry platform allows you to work on multiple entries at one time, allowing you to save your progress as you go. You can submit your entries at different times, ensuring all are submitted by the deadline of 3rd July 2026. It's always helpful if you can let the team know that you have other submissions to follow and for which categories. This helps with our planning and allocation to Judges, particularly if your entries will be arriving very close to the deadline.

FAQs

Where do I send my entry when I'm ready to submit?

Entries should be completed on our award entry platform [here](#). You will need to Register an account, Start your entries (including saving in-progress), then Submit them to be judged. You will receive an automatic confirmation of submission by email, remember to check your junk folder if this hasn't arrived.

How do we make payment?

Once your entries have been submitted, you will be directed to your Cart on the award entry platform where you can proceed with credit card payment. Your receipt will be emailed (including VAT if applicable). Alternatively you can request an invoice - select 'Invoice' under Payment Method, then 'Proceed to payment' and download the invoice created. Your payment must have cleared before the final entry deadline. Your entry cannot be submitted for judging until payment has been received.

We have 500 employees in the UK but significantly more than this globally, should we be entering the Medium or Large organisation award category?

Generally you should enter according to the number of employees you have across the whole of your organisation. However, if an area of your business can be taken separately (for example, the UK business, or a subsidiary business within a Group) and the entry pertains to this part of the business alone, it would make more sense in this case to take into account the lesser number of employees.

What kind of promotion will we receive if we are shortlisted or win an award?

We promote winners via our social media channels: we're Business Culture Awards on LinkedIn, Facebook and Instagram and @bizcultureawds on X. Be sure to follow us there! We send finalists and winners digital collateral to use for their own promotion, for example, on their email, social media, blogs and website. We promote [case studies](#) for winners and highly commended organisations. We also run Business Culture Connected in-person and virtual [events](#) where a range of different organisations share their approaches and results.

To view the full range of promotional opportunities offered by the Business Culture Awards, download our Media Kit [here](#).

Will the information I submit in our entry be kept confidential and will any information be shared as a case study without my approval?

All of our entrants can be assured that any information they disclose is kept entirely confidential; according to the Confidentiality documents signed by each judge and member of the BCA team. These are the only individuals who would be party to any information that our entrants share as part of their submissions. We may draft your winning case study for wider promotion, however, we never publish case studies without prior approval of the content and you can also advise if you do not wish for a case study to be shared.

If I'm entering jointly with a Client, do I need to name them on the entry?

If you are a Consultancy entering a category on behalf of a client, for any categories except Consultancy of the Year, you must have their written consent beforehand and include their company name within your Entry. There is no requirement to send evidence of this consent to Business Culture Awards. You must also accept that this client will be named as the Winner/Highly Commended/Finalist, jointly with yourself. (For the Consultancy of the Year category, you do not need to have client permission or to name the client).

SCORING CRITERIA

Your written entry will be marked by our independent judging panel. They will want to see evidence of the following and will assign scores accordingly.

Objective

- The background and challenge you faced
- The purpose of the work you decided to undertake

Approach

- The Plan (from initiation through implementation)
- How you delivered on your objective(s) and the plan
- Who was involved
- Why was it innovative or creative
- Why the plan was appropriate

Results

- How these were measured
- Take up and engagement
- Impact on employees and employee experience
- To what extent has initiative/work advanced workplace culture
- Impact on business results

You can view the judging criteria for each individual category on the Award Entry Platform. Create your account [here](#).

NEED ANY HELP?

The Business Culture Awards Team are on hand to help with any other questions.

Please call [+44 \(0\)1727 847 398](tel:+44(0)1727847398) or email team@businesscultureawards.com

Thank you for taking part and we look forward to hearing what you've been working on!