



High Growth

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THE NORTH OF ENGLAND EXCELLENCE AWARDS



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Introduction

The award for High Growth will recognise those organisations that provide the strongest examples of successful growth, and will be presented at the North of England Excellence Awards Ceremony in November 2012.

The Award will take the form of a distinctive trophy and certificate. The public relations surrounding the Awards, together with the opportunity to use the North of England Excellence Specialist Award for Growth logo on corporate literature and promotional material, will clearly establish the winner as a role model organisation.

The entry fee is -

Organisations 0-249 employees £295 (plus vat) for joint NoEE/BQF members and **£395** (plus vat) for non members of North of England Excellence.

Organisations 250 plus employees £495 (plus vat) for joint NoEE/BQF members and **£595** (plus vat) for non members of North of England Excellence.

The judging panel will particularly be looking for:

- An entrepreneurial leadership style
- A strategy which enables growth to happen
- How employees are organised and motivated to implement expansion strategies
- How innovative products and services are developed to delight new customers
- Strong evidence of sustainable growth

Overview of your organisation which will be used for pre-post press activity.

Type here (maximum 100 words)



**High Growth
Section 1**

How you create the right environment to inspire and encourage growth

Guidance:

You shape the future via growth related Mission, Vision and Values

You structure the business well to deliver its growth plans

You personally engage with customers, suppliers and partners to achieve growth

You create a high growth culture and an entrepreneurial spirit

You anticipate and manage change well as the business grows

Evidence

TYPE HERE (Maximum 500 words)

[Remember to describe your approaches, why they were chosen, how they are implemented and how they are reviewed and improved.]



**High Growth
Section 2**

How you develop plans, objectives and processes to deliver a high growth strategy

Guidance:

- You understand your market and can differentiate your brand from competitors
- You analyse performance of the company to see where improvements can be made
- You keep abreast of new technologies and other developments in your market
- You align individual and team objectives to meet the company growth targets
- You balance the need for short term growth with the need to sustain long term success
- You communicate growth strategy effectively both internally and externally

Evidence

TYPE HERE (Maximum 500 words)

[Remember to describe your approaches, why they were chosen, how they are implemented and how they are reviewed and improved.]



**High Growth
Section 3**

How you value your employees and create a culture which encourages the achievement of company high growth targets

Guidance:

- You have plans to have the right people and skills in place to deal with growth
- Any recruitment and appraisal criteria match the company growth targets
- Any training has a focus on customer service, marketing and sales, as appropriate
- You encourage people to be innovative and creative to gain new business
- Remuneration, benefits and other terms and conditions support the growth strategy

Evidence

TYPE HERE (Maximum 500 words)

[Remember to describe your approaches, why they were chosen, how they are implemented and how they are reviewed and improved.]



**High Growth
Section 4**

How you engage with existing and future customers to seek out new markets and bring in new and innovative products and services based on what customers want

Guidance:

You develop products and services to add value for customers

You use market research, surveys and other feedback to improve products and services

You effectively market and promote products and services to customers

You give employees the ability to maximise the customer experience

You are accessible to customers and have an open and transparent dialogue with them

Evidence

TYPE HERE (Maximum 500 words)

[Remember to describe your approaches, why they were chosen, how they are implemented and how they are reviewed and improved.]



**High Growth
Section 5**

The high growth actually achieved, increases in sales, revenue, customers and market share

Guidance:

Customer satisfaction, from surveys and other feedback, is high and improving
Customer facing measures (e.g. speed, accuracy) are high and improving
Expansion in product range; new products, services brought to market
Additional business gained from new customers and repurchases from existing ones
Sales revenue and turnover growth; increase in market share

Evidence

TYPE HERE (Maximum 500 words)

[Remember to describe your approaches, why they were chosen, how they are implemented and how they are reviewed and improved.]

