

CCA EXCELLENCE AWARDS 2019

Innovation in Leadership

This Award will be presented to the individual who has demonstrated innovation in their approach to strategy, management and delivery of customer experience.

It is suitable for established leaders (Directors/Heads of/Senior Managers) who have had over 5 years' experience in managing teams, programmes and initiatives.

The individual will be able to evidence change initiatives, how these were deployed and the impact on employees, organisational culture and customers.

They will also be able to demonstrate a passion for empowering and inspiring their team(s), positively impacting customer experience and business objectives.

Evidence will show individual and business objectives with a clear demonstration that the individual understands and champions these objectives.

How your submission will be scored

- A weighting is attached to each section scored to indicate its importance to the overall submission and help you focus your efforts. This weighting has been indicated in the application form and guidelines.
- The word count for this submission should be no more than 2,000 words per submission.
- Please note that judges may penalise or exclude entries from this category if the stated word count is exceeded by 10%.
- Submissions based on fact rather than anecdotal comment will be scored higher.
- Submit your entry via the online submission tool available at: www.cca-global.com

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POINTS ALLOCATION

You will be allocated between 1-5 points for each section of the award. Submissions should be evidence-based and judged on planning, implementation, consistency, involvement, learning and flexibility.

Points	Reason
1	There is no evidence of a systematic approach. Presentation is based on anecdote. Deployment and consistency are not evident. Activities are reactive. There is no clear goal. Cooperation between units or groups is not evident.
2	There is some evidence that the concept of a systematic approach is evident. Deployment has been considered but there is little evidence of implementation across all relevant units. Evidence of a proactive approach is anecdotal. Some evidence of other units being considered is apparent. Measurement has been considered and is in place. There is evidence measurement is understood and contributes to the goal.
3	Clear evidence of a systematic approach is demonstrated. Deployment is evidenced but there is some suggestion that it is not universal. There is some evidence that the organisation is learning because of the approach and deployment. There are early signs of evaluation taking place in a consistent manner.
4	The approach is systematic and responsive to multiple requirements. Its effectiveness is measured, and plans are revisited and refined on a regular basis. Deployment is communicated across the whole organisation. There is clear evidence that the organisation is learning and applying lessons across the whole operation.
5	The approach is evidenced as systematic, responsive to multiple requirements and effective. Deployment and integration are clearly universal and there is a fact based systematic evaluation system in place which influences how the approach is progressed.

CCA EXCELLENCE AWARDS 2019

Innovation in Leadership

Section 1: About the organisation – Setting the scene (Weighting: 0%)

The purpose of this section is to allow judges to form a picture of the organisation. Examples, where appropriate, may be helpful. This section should be a maximum of 200 words and will not be judged. The 200 words will not be included in the allocated 2,000-word count.

Some things to consider are: -

- Identify the organisation's sector, purpose, mission and values.
 - What challenges are faced in the current climate e.g. changing regulation.
 - Identify the main services delivery channels including whether they are in-house, outsourced or mixed.
 - Identify agreed customer experience values set in the organisation.
 - Identify how you measure success for individuals in the organisation.
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Section 2: About the Individual (Weighting: 50%)

The purpose of this section is to provide judges with insight into the individual's character and approach to leadership. Expand on how the individual uses initiative, creativity and tenacity to exceed customer and business expectations.

Identify other awards related to the excellence of the nominee's work.

Describe the individual, including their role and the customers they deal with.

Describe the individual, citing examples from the areas of:

- a) Initiative
- b) Innovation
- c) Efficiency and accuracy
- d) Co-operation/collaboration
- e) Diversity and equality
- f) Customer service specific activity

CCA EXCELLENCE AWARDS 2019

Innovation in Leadership

Section 3: Individual's performance in the working environment (*Weighting: 30%*)

The purpose of this section is to understand how the environment the individual works in contributes to them delivering excellent customer service.

Describe, citing examples, the impact of the individual on:

- a) Peer group
- b) Organisation
- c) Customers and overall customer experience
- d) Suppliers

NB If you work for a third-party provider/outsourcing organisation, it is acceptable to refer to internal suppliers here such as: other departments within the business e.g. marketing, back office, IT etc

- e) Work/life balance

Section 4: Summary (*Weighting: 20%*)

Summarise how and why you think the individual deserves recognition for their innovative approach to leadership.

What changes has this brought to the culture?

How have they inspired others?

What has their impact been overall?

Use this section to summarise your submission and include any additional relevant information to support your application.

PLEASE NOTE THAT THIS DOCUMENT IS FOR INFORMATION ONLY. ALL ENTRIES SHOULD BE SUBMITTED VIA THE ONLINE SUBMISSION TOOL AVAILABLE AT: WWW.CCA-GLOBAL.COM