

# Award Application Guidance

APPLICATION: Deadline 8<sup>th</sup> December 2022

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## Introduction

Thank you for your entry for these 2023 Agile Business Awards, we're excited to have you as a part of this celebration of business agility in forward-thinking organisations.

- Reminder: your application will be scored by at least 3 independent reviewers who are experts in the category for which you have applied
- You will have the option to receive qualitative feedback on your application, please note this will not be until after the review process is completed. Feedback will consist of comments from the reviewers, based on how they understood your application. We will NOT publish NOR discuss the scores, with anyone beyond the reviewer panel
- We will be basing our score solely on the information provided in your application
- Scoring format – there are 7 criteria with a score of 0-5 and a second score of 0-2 based on evidence
- The basis for review will be the [Framework for Business Agility](#) and the relevant Manifesto,
  - [Agile Marketing Manifesto](#)
  - [Manifesto for Agile HR Development](#)
  - [12 Beyond Budgeting principles](#)

**NOTE:** If you are applying for the business agility award, your approach to operational and business change agility will be reviewed.

- Should your story be accepted as part of the Awards Conference in March 2023, we will ask for information on who will be delivering your talk. At this point, we reserve the right to explore that person's ability to present, and we may request links for previous talks and speaker experience

**This document is here to support your application. We advise you to work offline and to save your progress before completing the [online form](#).**

**For any application support and questions please contact [info@agileconference.org](mailto:info@agileconference.org)**

All information supplied (except for overview and context) should be written in the format of 'evidence stories'. You may have multiple stories per category.

Evidence should be presented in the following format:

- Situation (S)
- What did you do and how? (A)ction
- Results Achieved (R)
- Lessons Learned (L)

*So, for example in the People section:*

*We had a situation (S), where we were receiving an unacceptably high number of customer complaints, which were not being dealt with fast enough – leading to further complaints.*

*A customer survey and feedback along the lines of “the right hand does not seem to know what the left hand is doing” and “I kept getting passed from one department to another but no one would take responsibility” helped us to conclude that most people were still working in siloed departments and not collaborating to serve our customers better.*

*We looked at the 7<sup>th</sup> principle of the agile people manifesto,*

*“Agile People harness the power of boundary spanning to facilitate proactive collaboration across organisational barriers”*

*and in (A) cross-functional workshops we explored how we could provide better customer service. As a result (R + L), we now understand each other much better and have greater insight into each other’s functions and challenges, and agreed that from a customer’s point of view it did not matter which department was ‘responsible’.*

*(A) We tested the hypotheses from the workshops in a series of experiments, including:*

- *Whoever first picks up the enquiry takes ownership and collaborates with other departments where necessary to resolve*
- *Cross department groups meet weekly to discuss issues from that week and suggest process improvement – often followed by social events*
- *Cross-functional workshops to identify further improvements every quarter – with social events added*

*(R) Subsequent customer satisfaction surveys indicated significant improvement, with the number of complaints, and complaints waiting to be resolved, going down. We conclude our experiments to have been a success and (L) will continue to monitor and improve.*

For every evidence story, we would like to see some supportive evidence. For example, for the story above:

- Screenshot of workshop output/collaboration e.g., Miro or Mural board or photos of flipcharts
- Communications around changes to practices
- Calendar entries for future series of workshops
- Job titles or functions of those involved in the workshops
- Results or NPS (net promoter score) scores from customer satisfaction surveys (before and after)
- The meeting calendar for an upcoming joint meeting, and the graph showing customer satisfaction to have gone up). 10 pictures maximum

## Overview and Context (max 500 words)

**NOTE:** This paragraph is for reference only; all information supplied here is NOT taken into account for scoring by reviewers but will help them to score the section.

- Describe clearly which category the application is addressing
- Why are you participating in this category?
- Describe whether this is the standard way of working in this organisation, or whether this is an improvement on the way of working
- Please indicate the scope of the agile change within your organisation (for example within a division, or a certain set of countries, or the whole organisation, or the IT department, ...). All the evidence provided should refer to this part of the organisation
- Describe the organisational context in which agility relevant to this awards category takes place
- Please add any general information, so the application can be understood in its context (national/international, market etc.)
- For explanation about the categories, please refer to the [webpage](#).

## Foundations (max 1000 words)

- Which principles, values, manifesto, etc. have you applied to your work?
- How have you applied them, what have you learned, what have you achieved, what innovation have you applied?
- Please write as (up to 6) evidence stories
- Please upload relevant evidence with your application. This can be in the format of your choice (*evidence can be uploaded on the online application form*)

## People (max 750 words)

- What have you done, what have you learned, what have you achieved, what innovation have you applied in your organisation (focused on the category you are entering)
- Please write as (up to 6) evidence stories
- Please provide some evidence / pictures / recommendations etc. To support your evidence stories (*evidence can be uploaded on the online application form*)

## Culture (max 750 words)

- What have you done, what have you learned, what have you achieved, what innovation have you applied in your organisation (focused on the category you are entering)
- Please write as (up to 6) evidence stories
- Please provide some evidence / pictures / recommendations etc. to support your evidence stories (*evidence can be uploaded on the online application form*)

### Leadership (max 750 words)

- What have you done, what have you learned, what have you achieved, what innovation have you applied in your organisation (focused on the category you are entering)
- Please write as (up to 6) evidence stories
- Please provide some evidence / pictures / recommendations etc. to support your evidence stories (*evidence can be uploaded on the online application form*)

### Strategy (max 750 words)

- What have you done, what have you learned, what have you achieved, what innovation have you applied in your organisation (focused on the category you are entering)
- Please write as (up to 6) evidence stories
- Please provide some evidence / pictures / recommendations etc. to support your evidence stories (*evidence can be uploaded on the online application form*)

### Governance (max 750 words)

- What have you done, what have you learned, what have you achieved, what innovation have you applied in your organisation (focused on the category you are entering)
- Please write as (up to 6) evidence stories
- Please provide some evidence / pictures / recommendations etc. to support your evidence stories (*evidence can be uploaded on the online application form*)

### Outcome (max 750 words)

- How has what you've done made a positive impact on your customers and/or stakeholders
- How did the approach align with your organisation's strategy and tactics
- Did you achieve this?
- Please write as (up to 6) evidence stories
- Please provide any additional evidence / pictures / recommendations etc. to support your evidence stories (*evidence can be uploaded on the online application form*)

### Required fields

**Application Contact Details:** (This information will be used for communications about the Awards)

**Approval & Consent to Share** (these are required fields on the online form)

I can confirm that either myself or a colleague would be able to share and present a version of this case study/story publicly as a 20 min talk on 22-23<sup>rd</sup> March 2023.

The information in my application can be shared with reviewers for the Awards by the Agile Business Consortium.

## Application Milestones



**Step 1** – Register your interest or nominate an organisation for 2023 Applications

**Step 2** – Download the application guidance

**Step 3** – Start collecting and drafting information and evidence for the application, using this Application Guidance document

**Step 4** – Complete the online form by copying in your prepared application, and submit **by 8<sup>th</sup> December 22:00 GMT/UTC**

**30<sup>th</sup> January** – Organisations will be informed whether they have been selected for awards and are invited to speak at the Awards Conference

**7<sup>th</sup> February** – Public announcement of selected organisations for each category i.e., those that will be invited to present at the Awards Conference

**22-23<sup>rd</sup> March** – Agile Business Awards Conference