

BEST BUSINESS AWARDS 2011

Please find below information regarding the judging panel for the Best Business Awards 2011 as well as guidance notes to help you complete the entry form.

JUDGING:

All entrants for the Best Business Awards will be notified by email and post on Thursday 17 November 2011 as to the status of their entry.

Formal presentations for all short-listed companies, to the full panel of judges, will take place on Thursday 1 December 2011. If your company is shortlisted, a representative(s) must be available on this date to discuss your submission and take questions from the judging panel.

The short-listed companies will be formally announced in the local media week commencing Monday 5 December 2011.

JUDGING PANEL:

The judging panel comprises representatives from business organisations and associations within the Bailiwick of Guernsey. The judging panel for the 2011 Guernsey Awards for Achievement is:

Deputy Robert Sillars, Commerce and Employment (Chairman of the Judging Panel)

Robert combines comprehensive commercial knowledge with his work as a Deputy on Commerce and Employment. He is Chairman and CEO of The Sigma Group, a pan island company that employs 170 people and is also Chairman of Business Guernsey, a Commerce and Employment initiative that works with the private sector encouraging businesses and individuals.

Julian Winsor, President, Guernsey Chamber of Commerce

Julian Winsor is Chief Executive of Schroders (C.I.) Limited, a private banking subsidiary of the London listed Schroders Plc. He has been in Guernsey since 2005, and was previously in London with Schroders Private Bank and Baring Asset Management. He started his career in the Army serving with both the Royal Green Jackets and the Army Air Corps. He has been President of Chamber since early in 2011.

Anne Ewing, President, Institute of Directors

Anne is Chairman of the Institute of Directors Guernsey Branch and is a full time non-executive director sitting on boards of investment companies and a well-established Guernsey charitable organisation. Anne is a corporate governance specialist and regular presenter on regulatory and corporate governance subjects and is author of related articles in business journals. When not dealing in the business world, Anne can be found working alongside her husband on their 12 acre renewal energy project.

Larry Granger, Confederation of Guernsey Industry

Originally from Lincoln, Larry served 20 years with the Plessey Company as an Electrical and Mechanical Engineer, specialising in Quality Management Systems. As a Member of the Institute of Quality Assurance and an Accredited Assessor of Management Systems to International standards he published several papers and lectured at universities. Larry came to Guernsey in 1987 and is Quality Director of Offshore Electronics Ltd. He was appointed Director of the CGI in January 2009.

Rory Inglis, President, Young Business Group

Rory Inglis is a Director of POS Interiors, a multi-disciplinary interior design and fit-out company, specialising in commercial (office and retail) contracting. Over the past 10 years Rory has developed a vast knowledge and understanding of the Guernsey business scene and his interior design and project management skills support and contribute to his main responsibility of heading up business development for POS in the Channel Islands. Rory was elected President of YBG in March 2011.

Jane Le Maitre, Guernsey International Business Association

Jane Le Maitre is Managing Director of Intertrust Reads Private Clients Limited, the tax services division of the Intertrust Group in Guernsey and a senior director of the Group's Trust Company. Jane is a Chartered Accountant and Chartered Tax Adviser with extensive experience in providing tax and trust services to private clients. She chaired the tax sub-committee of the Guernsey Society of Chartered and Certified Accountants (GSCCA) for 10 years and is a past President of the GSCCA.

GUIDANCE NOTES:

Important notes to remember when compiling your submission

- Please note that to qualify to enter for the Best Business Awards, your company or organisation must have been trading for a minimum of 12 months.
- The front page of the Best Business Award nomination form must be completed in full.
- **You must complete all sections of the form.** Please note the '*Company Profile*' and '*Is your company an award winner*' sections will not be marked but will contribute to the overall impression of your entry.
- Each section should be no longer than 200 words. Please adhere to this guideline.
- The nomination form can be downloaded in either word document format so that it can be completed in typescript on screen (preferred) or in pdf format to be completed in longhand.
- Please remember to submit **six copies** of your completed nomination form to **The Judges' Panel 2011 Guernsey Awards for Achievement, Commerce and Employment Department, Raymond Falla House, Longue Rue, St. Martins, Guernsey GY1 6AF**
- One accompanying document or item only for each original nomination form. Any nominations submitted with multiple supporting documents or items will have one item selected and the remainder returned to the company/organisation prior to the judging commencing.
- If you have any queries whilst you are compiling your entry to the Best Business Awards, please do contact Ms Sam Collins at the Commerce and Employment Department on (01481) 233524 or email sam.collins@commerce.gov.gg.
- The closing date for nominations is **12 noon on Wednesday 2 November 2011**.

Company Profile:

Please write a description of what your company does, when it was established, how many people it employs (as of Wednesday 2 November 2011) and what your company's core products and/or services are.

- Basics to give judges a good handle from the outset of what the business does.
- How does your company differentiate itself from its competitors?
- How long has the business been trading?
- What does the company do / what are the core offerings?
- How many employees?
- What sector do you operate in?
- Business performance
- Summarise challenges
- Successful changes
- Diversification
- Financial information (% comparisons). Not mandatory
- Industry comparisons
- Projections for 2012 / future plans

This section will not be judged but will provide the judges with an accurate summary and description of your company prior to reading the full nomination form.

1. Business Performance:

How has your business responded to the recent challenging economic climate? How has it been innovative within its field in order to remain competitive?

- In 2011
- Summarise the challenges that have been overcome
- What developments or diversification (if any) have been achieved in the past year
- The success of changes implemented – how long it took to see the tangible benefits
- Financial information can be presented in the form of percentages if numbers sensitive or comparisons.
- Areas of diversification and reasons why
- Comparison of competition or others in your industry or the industry average
- Maybe standing still financially is good in your particular sector
- What are your company's key financial objectives and priorities for the coming year?
- What plans does management have for the future of the business?
- Project to 2012 – budget
- Is growth budgeted for?
- Future plans – key objectives for 2012

Please note, **financial trading data does not need to be submitted** should it be regarded as private and confidential. The non-submission of financial data will not affect your entry.

2. Management Effectiveness:

How does the management of the company or organisation contribute towards its success?

Please also give one example of strong management leadership that has “made a difference” to your organisation during the past year.

- Does your organisation structure mean that all staff’s efforts are pulling in unison?
- Good structure. Is this different to competitors?
- Continuity of staff – low staff turnover
- Relationship between management and staff
- Staff morale in times of hardship – high
- Reputation in Guernsey – client referrals, letters of thanks, staff professional qualifications
- Key management decisions that have made a difference:
 - Adaptation
 - Ceasing of an opportunity
 - Diversification of income streams
 - Changes in working patterns
 - Money/cost saving ideas
 - Overall strategic review of the business
 - Retraining
 - Additional qualifications
 - Change of delivery channels (internet)
 - Back to the floor
 - 360 degree feedback
 - Staff mentoring schemes

Remember example

3. Relationship with the Community:

Many excellent companies play an active role in their communities. Please provide examples of how your company/ organisation interacts with the Guernsey community (or a relevant element of it)

No organisation is an “island” and in all cases a large proportion of success is dependent on how a company positions itself within its community and the interaction between community and organisation.

- Sponsored an event or helped run an event that benefitted the community
- Lent expertise/ time to a community cause/ teaching young students
- Perhaps a formal link to your industry professional body has been made:
 - Guild of master craftsmen
 - CORGI qualification
 - Working party members (States of Guernsey)
 - Work experience scheme
 - Apprenticeship scheme
- Bursary
- Working party member
- Support charitable causes

Remember example

4. Corporate and Social Responsibility:

Does the company or organisation have a corporate and social responsibility policy? Please provide examples to demonstrate how you are a responsible business citizen within the community.

- Corporate Governance
 - 'doing the right thing'
 - Key policies in place
 - Statutory documents up to date
 - Employee contracts in place
 - Suppliers, tax etc all paid promptly, within terms
- Environmental areas
 - Reducing or off-setting carbon footprint
 - Sustainable development policy
 - Paperless office
 - Ethical approach / ordering
 - Reducing light, heat and power / energy use
 - Reducing travel
 - Vehicles – hybrids
 - Nature awareness
 - Double-sided photocopying
 - Recycling
- Heritage projects
 - Link to key assets
 - Preservation of patois
 - Societe Guernesiaise
 - The Arts
- Does the business set a good example to the rest?

Remember example

5. Customer / Client Services:

What is your company's strategy to successful customer/ client relationships and how accessible and responsive is the organisation to its clients and customers?

Please also provide a "best practice" example of where a good customer/ client relationship had a positive impact on your business.

- How does your company go that extra mile to deliver 100% customer satisfaction?
- How do you measure customer satisfaction?
 - A call back after job done?
 - Questionnaires
 - Personal visits
- Why do you do this?
- Feedback from clients.
- What service innovations have you put in place? What was the response?
- How does your company view and deal with complaints?
- How is the subject of customer relations taught to staff?
- What plans are in hand to improve customer service?

Remember example

6. Staff Training and Development

What approach do you take to encourage the professional career development of your employees?

People are your company or organisation's key asset. High performing organisations manage, develop and realise the full potential of their people at an individual and team level.

- What percentage of staff actively undertake skills training and how often throughout the year?
- How has your organisation improved through the training and development of staff?
- CPD
- Professional qualifications
- Link to professional body
- Industry spokesman
- Advisor to States, sector, other businesses
- Programme of staff upskilling – formal PDP's, financial support
- Do staff have pre and/or post course meetings and follow ups to assess effectiveness of training and their development?
- Does your organisation have effective succession plans?
- Investors in People accreditation
- Staff mentoring scheme
- Staff appraisals

7. Strategy, Enterprise and Innovation:

Successful organisations constantly develop and evolve stakeholder and customer focussed strategies that take account of the market and sector in which they operate. Often, enterprise and innovation form part of this strategy.

Please give examples of where the development and deployment of enterprise, innovation and initiative have helped your business to grow.

Judges will be looking for an entrepreneurial culture and will also consider how enterprise, innovation and initiative in the work place are fostered and rewarded.

- New ideas. How are they encouraged?
- What opportunities have been seized in 2011?
 - How did this come about?
 - Niches identified.
 - How quick / response time?
- Evidence of success
- Do you involve customers / users of product / service development?
- How do you involve staff in innovation?
- New products
- New communication, advertising, marketing initiatives

Remember example

Is Your Company an Award Winner?

In no more than 200 words, please describe why you think your company should win the Best Business Award in the category that you have entered. Judges will be looking for brevity and clarity of reasoning.

- Leave judges on a high
- Be expressive and positive
- Enthusiasm for 2011 and future
- USP
- Convey passion and enthusiasm

This section will not be marked by the judges but it is your opportunity to stake your claim to be voted Best Business in your nominated category.