

# How Entries are Scored

Our aim is to provide a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using the following scoring criteria:

## **Finalists**

Finalists are decided by the shortlisting panel.

There will be between 3 and 6 finalists per category, depending on the number and quality of entries.

Finalists are scored for each category based on an assessment of their written entry.

## **Scoring**

The written entry is judged online and carries 100 % of the final score.

The maximum score is 500 for Discipline Specific and Industry Heroes categories, and 600 for the Business Heroes categories.

## **Winners**

The winner of each category is the entrant with the highest score by the judges of the written entry.

For categories with 3 finalists, there will be only a gold winner.

For categories with 4 or more finalists, there will be a gold and a silver winner.

For categories with 5 or more finalists, there will be a gold, a silver and a bronze winner.

The entry with the highest score will be awarded the title of overall winner of the UK Business Awards 2021.

NB. the Leader of the Year, Heroes in a Pandemic and the Team of the Year categories are excluded from the overall winner Award.



## Scoring Grid

Scoring stages	By whom	Basis of assessment	Outcome	Impact on scoring
<b>1. Shortlist</b>				
<b>Shortlisting Panel</b>	<ul style="list-style-type: none"><li>• 4 judges</li><li>• Experienced Awards International members</li><li>• Chair of the Awards</li></ul>	<b>Written entry</b> Criteria 1 - 5 (additional criteria for the Business Heroes categories as stated below)  <i>Summary will be especially important</i>	Shortlist of finalists	Score not carried forward
<b>2. Assessment of finalists</b>				
<b>Category judging panels</b>	3 - 6 judges for each category	<b>Written entry</b>  Criteria 1 - 5 (additional criteria for the Business Heroes categories as stated below)	Score	100% of final score for all categories as specified above

There is a standard set of five criteria (additional criteria for the Business Heroes categories, as stated below) across all categories. Each criterion has a maximum score of 100. All five/six criteria will be used for both the shortlisting of finalists (by the judging panel) and for scoring written entries by the finalist judging panel.

## Scoring Guidelines

Rating	Description of how well the entry meets the criteria	Score range
<b>Outstanding</b>	Compelling, robust, fully evidenced description	80 - 100
<b>Strong</b>	Very good story with some strong evidence	60 - 79
<b>Adequate</b>	Good, well-evidenced description	40 - 59
<b>Limited</b>	Some weak areas - would have benefited from more evidence	20 - 39
<b>Weak</b>	Unconvincing, weakly evidenced description	0 - 19

<b>Scoring Criteria</b>	<b>Suggested Word count</b>
Each criteria is worth up to <b>100</b> points.	MAXIMUM 2,000 WORDS
<p><b>1. Summary and Business Strategy</b> Provide an overview of the entire initiative, capturing the most important information from beginning to end. What was the background of the initiative? How did it meet the strategic needs of the business? <b>For the Business Heroes categories include an overview of the role and responsibilities of the team/individual.</b></p>	350
<p><b>The following criteria are relevant to all stages of judging: shortlisting and assessment of the written entries. Each criterion requires a compelling, fully evidenced description.</b></p>	
<p><b>2. Goals and Objectives</b> What were the specific goals and objectives of the initiative? What business benefits did the initiative set out to achieve?</p>	350
<p><b>3. Implementation and Stakeholder Engagement</b> How was the initiative implemented? Was there an opportunity to plan? Who was involved and how was communication maintained? What was the leadership model and who were the relevant stakeholders? How were their needs identified and understood, and how were they and others engaged in the process?</p>	350
<p><b>4. Innovation and Creativity</b> What was especially creative and innovative about the initiative? <b>Was anything unique</b> introduced or which proved an interesting twist and contributed to the overall success?</p>	350
<p><b>5. Impact and Benefits</b> What has been the the resulting impact on the business? What impact has this initiative made on others within the business? What other benefits have been achieved in relation to the goals and objectives, and were there any additional unforeseen benefits?</p>	300
<p><b>6a. Professional Competence</b> <b>NB. Only relates to the Leader of the Year and Heroes in a Pandemic categories.</b> What particular aspects of the initiative demonstrated the candidate’s credibility, positive attitude and doing more than the requirements of the job. What evidence supports this?</p>	300
<p><b>6b. Accountability and Commitment within the Team</b> <b>NB. Only relates to the Team of the Year categories.</b> To what extent did each person understand their individual and the team’s goals and objectives? How did they hold themselves and others accountable for delivery and teamwork? Could they depend on one another to deliver their own responsibilities?</p>	300

NB. For the Business Heroes categories, the entry should relate to a particular initiative and will be scored based on the individual/team’s approach to the initiative.