

AWARD JUDGING CRITERIA

Agency Leader

Judges will be looking for an agency owner, MD or individual in a board level leadership role who exemplifies the best of agency leadership. This award isn't just about the agency's financial performance, although this is part of the criteria, it needs to show how the leader has had an impact on the agency's work and people. They may be supporting and mentoring their employees through personal coaching, boosting the agency's brand reputation and standing in the digital and local community and acting as a responsible employer, making the agency a place employees thrive.

Skills – 20 points

- Does the individual demonstrate where they have been outstanding in leadership in either approach or delivering results? (Please use specific work place examples from the past 12 months)
- How does the individual engage and inspire the entire agency at scale?

Commitment – 20 points

- Is there evidence of sustained drive for improvement of individuals and output across the agency?
- Does the individual show evidence of commitment to growing their own leadership skills?
- Do they share their skills with others inside or outside the agency?

Recognition – 20 points

- What do people outside of the agency think? (e.g. client or industry testimonials)
- What do the individual's peers think?

Attitude/Passion – 20 Points

- Is it more than just a day job? i.e. evidence / examples of individuals utilising their professional skills outside of work either for pleasure or in a volunteering context
- Do they participate in the wider professional community?

Impact – 20 points

- How has employee engagement and satisfaction improved under this individual's leadership? (e.g. staff survey results, employee 360 feedback or eNPS scores)

- How has the individual measurably improved the agency in a way that sets a precedent for us all?
- Has the individual improved the agency in non-quantifiable ways?