

## AWARD JUDGING CRITERIA

## Digital Transformation

**The judges are looking for how your agency has delivered a truly transformative project to a client that has delivered fundamental change in their organization. This does not need to be wholesale change across the entire client organization: the project can be for a single business function, department or even team. What judges want to see is evidence of genuine transformation across people, process and technology that has had a lasting positive impact on employee and/or customer experience.**

### Discovery and Planning – 20 points

- How was the organisation when you began the transformation?
- Is the project content relevant to the business goal?
- How did you plan the project?

### Identification and Design – 20 points

- What problem were you trying to solve and for whom?
- What issue(s) did you identify?
- How did you design a solution for the problem?

### Change Management – 20 points

- How did you present the project?
- How did you ensure user representation and stakeholder buy-in?
- What were the barriers to implementation you had to overcome?

### Implementation – 20 points

- How did you implement the project in the organization? Explain the process or methodology you chose and what made it unique

### Outcome – 20 points

- What was the outcome of the change?
- How did it have a positive impact on employee and/or customer experience?

You should provide quantitative and qualitative evidence of change with your entry.