



LEADERSHIP AWARDS

WEST MIDLANDS 2022

Guidelines:

- There is more information about the categories on [TheBusinessDesk.com](https://www.thebusinessdesk.com) website, in the events section.
- The entry form can be completed by the person/organisation themselves, or they can be nominated.
- The word count is provided as a guide, not as a strict limit, but please don't go significantly over.
- Please attach a headshot photo of the nominated individual.
- The entry deadline is **Friday 7th January 2022**
- Please email completed entry forms to leadership@thebusinessdesk.com

Entrant details

Entrant (name and organisation):

Job title:

Email: Telephone:

Office address:

Person entering (if different from above):

Name:

Organisation:

Email: Telephone:

Relationship (e.g. colleague, customer, mentor, marketing/PR):



LEADERSHIP
AWARDS
WEST MIDLANDS
2022

1. Please select
are entering:

the award(s) you

- Young Leader (aged 35 and under)
- Public and Third Sector Leader
- Mentor
- Emerging Entrepreneur Leader
- Diversity & Inclusion Leader
- Professional Services Leader
- Transformational Leader
- Green Leader
- Non-Executive Leader
- Company Leader (up to 100 employees)
- Company Leader (100+ employees)

The overall leader will be chosen from the award winners.

Award Categories

Young Leader: This award recognises the best leader aged under 35 (on 01 December 2021) for their ability to make a real difference in their organisation by bringing about positive change and inspiring others around them.

Public and Third Sector Leader: The public and third sectors have been under pressure in recent years, requiring its leaders to be innovative and achieve more with less. This has required leaders who can overcome challenges, often under close scrutiny, and drive cultural change in their organisation.

Mentor: Mentors can play a hugely significant role in the development of talented junior individuals who may lack certain skills or experience. Their guidance at pivotal moments can accelerate careers and businesses. Mentoring can also be among the most altruistic of leadership actions, especially if the mentee works for a separate organisation. But the willingness to give something back is definitely worth recognition.

Emerging Entrepreneur Leader: Entrepreneurial leadership can take a particular form, requiring drive, vision and the ability to bring a team along with you that can collectively achieve great results. This award is for a leader who has led their company for up to three years, whether as founder or has been brought in to push forward a more established business.

Diversity and Inclusion Leader: Organisations are benefiting from having a diverse workforce at every level and in creating an environment where everyone has a voice. Those shortlisted will have championed diversity and inclusion, whether inside their organisation or as part of an outside group or initiative, and worked to improve the opportunities for any under-represented group.

Professional Services Leader: The professional services leader of the year will be the individual who is showing strong leadership and having an impact in their firm or further afield.

Transformational Leader: Delivering change requires a well-executed plan, but to deliver transformational change requires the added magic ingredient of exceptional leadership. This award will recognise the individual who has achieved that, delivering measurable success in their organisation.

Green Leader: Businesses have accelerated their response to climate change and environmental issues, with changes often driven by a leader committed to being a force for good. This award will recognise someone who has demonstrated leadership on the green agenda, whether in their own company or by encouraging change in their supply chain and industry.

Non-Executive Leader: The role of a non-executive can be hidden from view but they play an important role in a business's progress. This award, which is new for 2022, will highlight the contribution made by the very best non-executives in our region.

Company Leader (up to 100 employees): Leading small companies presents its own challenges, often requiring flexibility and a personal touch. This award will go to the best leader in a West Midlands company which employs up to 100 people.

Company Leader (100+ employees): Leadership in a larger company requires effort to ensure the company direction and vision is managed and communicated, often across shifts, sites and even countries. This award will go to the best leader in an organisation which employs more than 100 people.

Overall leader (no nominations): This person will be selected from the other award winners and will be the person or organisation that embodies outstanding leadership and is an exemplar for the West Midlands.

2. Please summarise the organisation and what it does (up to 100 words)

3. Describe the individual's role in the organisation (up to 100 words)

4. Why would this individual be a worthy winner? Please be as specific as possible, providing data where appropriate (please highlight anything that is to be kept confidential), and focusing on how their leadership has had a significant impact and delivered results. Also describe their leadership style and how that has helped them succeed (up to 1,000 words).

5. Please provide a 50-word summary on the person to be included in the event brochure (please use 3rd person perspective).