OVERVIEW **– must be completed by all entrants**.

Please complete this section on the Strategy and Planning Entry.

STRATEGY AND PLANNING (Compulsory for all entrants)



Sponsored by Strettons

Please complete this section on the Strategy and Planning Entry.

EXCELLENCE IN INNOVATION
Sponsored by Amplify

*Use & implementation of innovation & knowledge to enhance business excellence & performance.*

Question 1: Describe the innovation and explain how it is unique/original? How did you identify, research, and assess its value with your existing or new customer base and what approach did you use to inform and implement your innovation?

Question 2: How are you maximizing growth and sustaining/enhancing the benefits of the innovation to maintain a competitive edge?

Question 3: What perimeters and indicators are you using to track the success and measure the value of the innovation?

Question 4: Describe any risks or challenges your business faced when introducing this innovation. How did you manage them? What did you learn?