

# **inspiration at work**

how leading companies  
engage with and empower  
customers, colleagues and  
communities

**About the Book**

The 2020 Peer Awards for Excellence

## Why a Peer Awards Book?

The Peer Awards openly celebrate the interesting innovative initiatives of its successful award finalists, not only to fully acknowledge finalists for their award nominations – but also so their ideas may influence fellow practitioners in other organisations facing similar challenges.

The Peer Awards have always been about inspiration and recognition, as well as winning. Finalists peer-review one another's entries when judging, and these are then showcased at the website.

In previous years finalists featured in printed supplements in the Independent newspaper, and on microsites at the Times and the Daily Telegraph websites.

From 2020 this prominent exposure will move up a level and take the form of a printed book published at Amazon – ideally suited to the global audience that now participates in the online Peer Awards.

## **Proposed Contents**

The Book will feature some of the most innovative initiatives that have been nominated for a Peer Award. It will explore many of the entries in greater depth than covered in the award submissions; incorporating background from the practitioners directly involved, to provide valuable insights for the Book's readers.

An in-depth review of the hundreds of entries nominated since the Peer Awards were initiated in 2010 has yielded these many themes as possible sections for the book, including those listed below. These may change by the time we come to publish the Book, as they depend on the issues covered by this year's finalists.

### **Innovative Initiatives**

#### **Engaging with Customers**

A Customer-Focused Organisation, Customer Service, Customer Communications, The Voice of the Customer, Engaging with Customers via Technology, The Customer Journey, Encouraging Brand Advocates, Resolving Customer Complaints, Customer Analytics, A Customer Community

#### **Empowering Colleagues**

Transforming Corporate Culture, Employee Engagement, Learning & Development, Internal Communications, Providing Work Experience, Recruitment, Nurturing Talent and Leadership, Preparing for after Redundancy, Equality of Opportunity

#### **Enriching Communities**

Responsible Business, Supporting Families, Independence for Young People, Life Skills for Adults, Giving to the Community, Awareness of Business, Creating Business Opportunities, Challenging Stereotypes, Community Engagement, Collaborating with Charities

### **Successful Strategies**

#### **Changing Mind-sets**

Covering affecting attitudes; STEM education; instilling a coaching culture and transforming corporate culture.

#### **Effective Communications**

Covering communicating by video, with metaphor and with visuals in a blended format; experiential learning and technology for communicating

#### **Working with Others**

Covering collaboration with vendors, charities, other organisations; access to experts and ambassadors; gaining buy-in and supporting an agent network

#### **Large-Scale Projects**

Covering issues that relate to large national and international projects; involving the target audience in development and big data

#### **Spicing Things Up**

Covering running competitions and events; making dry subjects fun; offering rewards; working with celebrities and adapting theatre and popular TV formats

## Invited Companies

We are planning a series of similarly titled and structured books, with each new edition published on an annual basis in conjunction with that year's Peer Awards.

Companies that feature in the first Book, due to be published early in 2020, will comprise a selection of those that have been nominated as finalists in the past few years, supplemented with all those nominated in the upcoming 2020 Peer Awards, subject to agreement.

The following organisations have been finalists in the past and their nominated entries are amongst those we are considering featuring in these Books. We are now in the process of ascertaining their interest in being included in the first edition, and obtaining more in-depth background on their initiatives.

Anglian Water | Arzum | ASDA | BA | Bank of America Merrill Lynch | Barclays | BILLA Bulgaria | Borusan | BP | British Gas | Buckinghamshire County Council | Bupa | CapGemini | Carewatch | Channel 4 | Cisco | Citizenship Foundation | City & Guilds | Community-Links | Coventry And Warwickshire NHS Trust | Crawford | CrossCountry | Dentsu Aegis | Deutsche Telekom | Diligent Boardbooks | Direct Line | DP World | DSTL | E.ON | EDF | Engage Mutual | Eversheds | Experian | Filli Boya / Betek Boya | First Capital Connect | First Group | Forrest Williams | Friends Life | G4S | HSBC | Hughes Network Systems | Ikano | Inspired Life | InterContinental Hotels Group | intu Chapelfield | IPC Media | iPSL | Iracambi | ITV | JK Cement | JogPost | JTI Turkey | Kadence International | Kent County Council | KPMG | L'Oreal | Lansons | Lebara | Legal & General | Lloyds Banking Group | Local Heroes | Mahindra | Marsh | Maxus Global | McDonald's | Medical Research Council | MetLife | Michelin | Middlesex University | Migros | Molson Coors | Napp Pharmaceuticals | Nokia | Norton Rose Fulbright | NSL Services | O2 | Ocado | OMV | Orange UK | PDSA | Pegasus | PepsiCo | Petrofac | Pharmaceutical Product Development | Phillips | Phoenix Futures | Phonographic Performance Limited | PKF | PT Pertamina EP Subang Field | PZ Cussons | Rackspace | Ramsay Healthcare | Redrow | Reed Smith | Royal Caribbean | Sabanci | Sage | Sanofi | SAP | Save the Children | Severn Trent Services | Simplyhealth | Sky | Sony | Speechly Bircham | Surrey County Council | Tagline | Takeda Turkey | TalkTalk Technology | Tearfund | Tesco | The AA | The Entertainer | The Guardian | The O2 | Thomas Eggar | Thomson Reuters | Trafford Housing Trust | Turkcell | Turner Broadcasting | Virgin Media | Vodafone | Warwickshire County Council | Whitefriars Housing Group | Wipro | Wolverhampton Homes | Yapı Kredi | Yes Foundation

## Who will be in the Book?

There are two routes to be invited to feature in the initial (2020 Edition) Book

- Becoming a 2020 Peer Award nominated finalist
- As a selected older nominated finalist (see the “Invited Companies” page)

A company that has entries nominated for the upcoming 2020 Peer Awards will be invited to be included in the Book. The company can accept or decline the invitation. Those that accept will be included, and this is a benefit included with the award entry fee.

Selected companies with entries nominated in previous years will be invited to have their entry considered for inclusion in the Book. They can accept or decline the invitation. Those that accept will be included where this contributes to the contents and balance of the Book, and there is no fee for this. Of course they can instead simply submit their previous entry again for nomination in 2020, which is very likely to occur (as they were nominated in the past), and thereby be guaranteed inclusion.

All companies featured in the Book will be offered opportunities for further coverage. Full details on this are still to be announced.