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

Empowering Colleagues

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.

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.