



The International Management Excellence Awards

Knowledge Partners:



The International Management Excellence Awards 2024 uniquely recognise the contribution of leadership and management to the business of professional services firms based worldwide. The Awards involve rigorous independent evaluation of initiatives that demonstrate superior business practices, support to clients, or community engagement. The Awards are a joint venture of the Managing Partners' Forum and the PM Forum.

Well-managed firms are more productive, according to the Office for National Statistics. Most clients treat the impression of working with a well-managed firm as an essential pre-requisite when instructing an adviser (Source: Managing Partners' Forum/FT research)

Firms based across the globe

Now in their 22nd year, the International Management Excellence Awards attract entries from firms based in the UK, Ireland, Continental Europe, Middle East, North America and Asia Pacific. Over 200 firms have entered to date, many on multiple occasions.

Ceremony in the Dubai Skylounge

The Dubai Skylounge is a state-of-the-art digital events venue that is extremely easy to use, hosted on the Remo platform. Each table is a group video call with the people sat at that table. You can move around to different tables / groups easily, facilitating real networking and socialising. Each person has a visible avatar, so you can see who is sat where, go over to join someone, message them, check out their business card and more. Click on the image to test your access.



Why online? For the first 18 years, the ceremony was held at a London hotel; for the past three, it has been online due to the pandemic. When considering alternatives for 2024, online prevailed. Why? Less time commitment for attendees; a more accessible ceremony; Improved inclusiveness; Massively reduced emissions; Lower costs, particularly for those based outside the UK; Less hurried live interviews with winners, enhancing the learning transfer re their fantastic achievements.

A permanent record of success

Shortlists, Judges' citations, a [highlights video](#) and live interviews with winners are uploaded to the Managing Partners' Forum and PM Forum websites.

A Winners Book may be produced in 2024. Click on the image opposite to view/download the 2022 book.



"A great opportunity to recognise best practice in the management of professional services. Also an opportunity to acknowledge the important contribution of business services teams. A&L Goodbody is thrilled to have been again recognised in this way."

Ian White, Director of Strategy & Business Transformation, A&L Goodbody

Key stages and dates for 2024

18 January (5pm to 6pm): Meet the chair of judges in the Dubai Skylounge

28 February (COP): Deadline for submissions

5 April (noon): Category shortlists announced

20 June (5pm to 7pm): Ceremony in the Dubai Skylounge

A focus on Themes

Focus on crafting a quality submission through choosing a suitable Theme for your initiative. See below for indicative categories:

- ***Make your business more productive (Business Theme)***
- ***Help your clients be more productive (Client Theme)***
- ***Enable your community to flourish (Community Theme)***

Indicative categories – actual categories are created by the judges

Each Theme is deliberately broad to allow freedom to select initiatives that involve multiple stakeholders. It is essential to focus on specific initiatives rather than general enhancements.

Make your business more productive (Business Theme)

With almost everyone working from home for some of the time, a key challenge for management is how best to foster productive, healthy and sustainable working practices, and sustain innovation.

Indicative categories include:

- Access to knowledge
- Advice from experts
- Board engagement
- Brand performance
- Collegiate culture
- Culture tracking systems
- Developing skills
- Employer brand
- Energy & attitudes
- Financial acumen
- Inclusive innovation
- Leadership development
- Learning & development
- Marketing campaign
- New or improved management practices
- Operational continuity
- Strategic leadership
- Strategy implementation
- Strategic re-imagination
- Thought leadership
- Use of new technologies
- Working environment

"We are proud of this award which recognises that ideas that offer a competitive business advantage to increasingly sophisticated clients often come from collaboration between professionals."

Fernando Vives, Executive Chairman, Garrigues

Help your clients be more productive (Client Theme)

The pandemic brought clarity over the advisers who are truly client centric. Do your advisers describe themselves solely by reference to their expertise (law, accountancy, architecture, etc) or also by their contribution to their clients? Delivering the latter may involve collaboration with external specialists such as consultants and financial institutions. Indicative categories include:

- Business process advice
- Client relationship management
- Client experience
- Collaboration with external specialists
- Employee engagement advice
- Innovative client service
- Knowledge-sharing with clients
- Management practices advice
- Shared learning with clients
- Strategy advice
- Solutions for clients
- Technology advice

Enable your community to flourish (Community Theme)

Given finance and cash flow typically carry most weight in partner/director discussions, it is easy for community contribution to be given lower priority. Yet, this remains an excellent way for firms to develop their people in terms of both individual skills and teamwork, and to enhance the firm's employer brand for new recruits, as well as to boost the engagement of current employees, while improving the community of which they are also a part. Indicative categories include:

- Equality, Diversity and Inclusion
- Environmental awareness and ESG
- NED contribution to charities/education
- Philanthropic engagement
- Pro-bono activities
- Service delivery in a non-work environment
- Social impact
- Social mobility
- Support for vulnerable groups

"We're thrilled to have won an award that reflects the ambitions and hard work of everyone who has helped to steer our business through a period of considerable growth while managing the significant investments and changes needed to ensure we remain a great place to work, and continue to provide our clients with the exceptional value and solutions they are looking for."

Graham Street, Managing Partner, Royds Withy King

What's in it for your firm?

Independent evidence of your firm's ability to provide well-managed services to its clients, combined with enhanced pride for all stakeholders in the firm.

What's in it for your clients?

Access to trustworthy information based on rigorous independent evaluation reinforces a client's impressions of whether an advisory firm is well-managed. This should result in better quality outcomes and fewer cost overruns.

What's in it for you?

Demonstrating your contribution and impact, and advising your peers at clients on your core expertise, puts you at the heart of conversations, increases your influence, and strengthens people's trust in your strategies, while enhancing the reputation of your firm with its clients.

Judging criteria

Each shortlisted entry is judged by a panel of independent judges against six criteria of equal weight:

1. Strategic alignment
2. Active leadership engagement
3. Innovation in services, markets, methods or systems
4. Effective education of stakeholders

5. Positive impact on the client experience, employee engagement or stakeholder performance
6. Measurable impact against goals in a reasonable timescale

Eligibility and cost

Any professional firm, whether Forum member or not, can submit up to three entries per Theme per country. To be allocated to a country, the initiative must take place in – or be led by – an office in that country. The same initiative cannot be submitted for more than one Theme. A fee of £250 + VAT applies to each entry.

“Our new services have been revolutionary in equipping clients with the information and advice they need to improve their businesses, so we couldn’t be more thrilled to receive this highly sought-after award in recognition of our innovative business processes.”

Maureen Penfold, Managing Partner, Moore Kingston Smith

Useful reading before you start

- Why clients notice when a firm is well managed
- To learn more about previous Award winners, visit the [Managing Partners’ Forum website](#).

Terms & conditions

- Practice Management International LLP (PMI) reserves the right to publish the names of firms that enter The International Management Excellence Awards. You agree a perpetual non-exclusive licence for PMI to publish details of the entry and agree to participate in publicity reasonably requested by PMI. Copyright remains with firms.
- Any inclusion of confidential information is at your sole risk. PMI will make best efforts to keep it confidential but is unable to guarantee that such information will not be published.
- PMI reserves the right to cancel the Awards at any time and to exclude any entries that it considers are inappropriate or do not comply with these conditions. False or deceptive entries will render the firm ineligible from participation in future annual Awards.
- Shortlisted and winning Firms are permitted to use the relevant Awards logo. The use of this logo must be in accordance with applicable PMI branding guidelines in force from time to time. In addition, they must not be used as part of a composite mark or logo, or used in a manner that causes or is likely to cause confusion or a misleading association between the firm and the Forums organised by PMI, or damage to the PMI's goodwill or reputation, or to the validity of any Forum trademark. The right to use the logos may be terminated by PMI at any time.
- PMI accepts no responsibility for, or liability arising from, entrants taking part in the Awards.
- PMI's decisions are final, and no correspondence will be entered into, in particular concerning the evaluation of entries or the allocation of entries to Award categories.
- These conditions are governed by and construed in accordance with English law. Any dispute arising in connection with the Awards shall be subject to the exclusive jurisdiction of the English courts.
- By submitting an entry, you will be deemed to have read, understood and agreed to these conditions on behalf of your firm. You further warrant that you have obtained all necessary consents under applicable data protection and privacy laws to allow the sharing of any personal data contained in the entry with PMI. Any personal data provided will be processed in accordance with PMI's [GDPR policy](#).

“Our logic is that if we are doing what we are passionate about, we will be great at it. That will make us more valuable to our clients, and consequently more successful as a business. We will also enjoy ourselves more and that can only be a good thing! Everyone at the firm has contributed to our success so this award is for everyone.”

Ed Turner, Managing Partner, Taylor Vinters

Working papers

Use the following pages for your drafts as nothing is saved online until the final screen. Once approved, paste the final version into the relevant sections of the online form.

Copy in excess of specified word limits is disregarded

For each entry, you will be asked:

- The **Theme**
 - Make your business more productive (Business theme)
 - Help your clients be more productive (Client theme)
 - Enable your community to flourish (Community theme)
- Relevant indicative **categories**
- Details of the **firm** – name, sector, URL, footprint, local headcount, local revenues
- The **country** of the initiative
- Key contacts - **Entrant; Internal referee; External referee; Leader** who has **authorised** the entry (name, job title, organisation, city, phone, email)
Please ensure that your referees are expecting to be contacted to discuss the details of the initiative on a confidential basis.

... to provide:

- **Short title** of the initiative (max 15 words)
*This may be used in the Awards programme. It **must be** different for each entry.*
- **Brief summary** of the initiative (max 35 words)
*This may be used in the Awards programme. It **must be** different for each entry.*
- **Challenge or opportunity** giving rise to the initiative (max 100 words)
- **Start date** and key **milestones** for the initiative (max 50 words)

- **Detailed description** of the initiative *(max 200 words)*

... to show how the initiative has involved:

- **Strategic alignment** *(max 100 words)*

- **Active leadership engagement** *(max 100 words)*

- **Innovation in services, markets, methods or systems** *(max 100 words)*

- **Effective education of stakeholders** *(max 100 words)*

...and has resulted in:

- **Positive impact** on the **client experience, employee engagement or stakeholder performance** *(max 100 words)*

- **Measurable impact** against goals within a **reasonable timescale** *(max 100 words)*

Any **Additional materials** (documents, images, videos, etc) to support the entry must be sent to PMI. Please use a file transfer service with download details sent to Morag Campbell (morag@pmint.co.uk) and sufficient description to enable us to match the additional material to your entry.