

Best Training & Development Strategy

This award recognises organisations that use training and development to improve team performance and customer experience.

Submissions should be no more than 2000 words in total, including a 250-word summary. Supporting materials may be included where relevant.

Your Approach to Training	How do you equip your teams with the skills and knowledge needed to deliver a strong customer experience? Focus on your overall approach rather than listing programmes.
Key Training Delivered	Give specific examples of training or development initiatives you have implemented. Explain what was delivered and why.
Measuring Effectiveness	How do you assess whether your training is working? Describe the methods or metrics you use to measure impact on team performance and customer experience.
Ongoing Development	How do you ensure learning continues beyond initial training? Focus on how skills are maintained and developed over time.
Results & Impact	What difference has your training made? Include evidence where possible, such as improvements in performance, customer experience, or team capability.

Scoring (100 Points Total)

- Approach to Training - 15
- Key Training Delivered - 20
- Measuring Effectiveness - 20
- Ongoing Development - 15
- Results & Impact - 30

Tips for a Successful Entry

- Answer each section clearly using the headings provided. Marks will be based on the evidence you include.
- Focus on what you did and the results it delivered. Include data where possible.
- **Only the first 2000 words of your entry will be assessed.**
- There is a 10MB limit per file for supporting documents. Contact the awards team if needed.