**Inaugural Excellence in Enterprise Mentoring Awards 2013**

Guidance notes for mentoring organisations

Please note that whilst the nomination forms are completed by the mentoring organisation, the awards are given to the mentor and the business being mentored

Mentoring organisations should bear in mind that the awards are for enterprise **mentoring only**. In addition please do not submit more than two nominations for each category. The categories are **growth, export, start up, innovation, diversity, and virtual mentoring.** For each category, the award criteria and nomination forms are available from mentorsme.co.uk

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| **Excellence in Innovation**  Sponsored by  **The Association of Business Mentors** | ABM-Logo-(Black) |

The innovation award is open to mentoring organisations who are resident on mentorsme and other organisations that show clearly a mentoring service. However awards will be given to the mentoring relationship that best meets the criteria below.

Nominations for this award can cover businesses (including not for profit and social enterprises) who have successfully developed and used an innovative solution for their customers, suppliers, staff, or production partners. They must have used a mentor to provide help and assistance with this innovation.

Judges will be looking for your nomination to prove the following:

Mentoring

* An early understanding of the challenge facing the business
* Clearly stated objectives for the mentoring relationship
* Effective use of time and resource
* A highly effective and successful mentoring relationship
* Significant benefits to the business and mentor

Innovation

* How the need for an innovative solution was identified
* How the innovation has been applied in the customer’s business
* How innovation has improved performance and effectiveness
* The impact of innovation on customer engagement and satisfaction
* The creation of competitive advantage as a result of an innovative product or service
* Evidence of increased sales, market share and improved margins as a result of innovation
* Having the finance in place to facilitate further growth (if relevant)
* Evidence of an ethical and sustainable approach to business

**Applications to be sent to** [**tom.howitt@bba.org.uk**](mailto:tom.howitt@bba.org.uk) **by 2nd October 2013**

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Name of nominating mentoring organisation:

Contact Name:

Tel No:

Email: