

The background is a vibrant blue with a complex, wavy, liquid-like texture. Overlaid on this is the text 'ABOVE AND BEYOND' in a bold, white, sans-serif font. The text is arranged in three lines: 'ABOVE' on the top line, 'AND' on the middle line, and 'BEYOND' on the bottom line. A white graphic element, consisting of a curved line that starts under 'AND', goes up and around 'BEYOND', and then curves back down, resembling a stylized arrow or a musical note, is positioned to the right of the text.

**ABOVE
AND
BEYOND**

ABOVE AND BEYOND

The “Above and Beyond” Awards celebrate individuals who have made an exceptional impact on our clients, business, and culture through creativity, innovation, and dedication.

We honour those who consistently go Above and Beyond, embodying our core values. This includes: Innovators who leverage AI to supercharge processes and client experiences; visionaries who shape a positive future through sustainable design or technology; dedicated individuals who deliver exceptional service to our clients; and strong collaborators whose amazing teamwork drives remarkable results.

Key things to know...

DATES

Applications open on August 7th until midnight BST on September 18th. Local Winners will be announced in October, Regional Winners in November and Global Winners in the final Big Share of the year in December

This year you are able to nominate yourself, or nominate a colleague that you feel goes Above & Beyond. The process for both is the same, you will need to complete the entry in line with the criteria outlined in this entry kit.

ELIGIBILITY

Entrants/nominees must have worked within the Landor Group for at least 6 months prior to entering and their entry should relate to work and achievements over the past 12 months.

All entries must be supported by at least one sponsor.

ENTRY FORMAT

Maximum 2 sides of A4 pages in PDF. 2000 word limit*

Font size must be no smaller than Aptos 10.

You are welcome to include links, case studies, showreels etc in your entry as part of your supporting material. There is a maximum of 4 file uploads per entry, including all supporting materials

*headings, subheadings, quotes, graphs, tables, graphics and links are not included in the overall word count.

SUPPORTING MATERIAL

Your written entry is the key part of your submission however, supporting material allows you to provide examples of work and initiatives carried out. These could include case studies, videos, websites and even data reports. They should be provided in digital format only.

Any videos should be hosted on YouTube or Vimeo and supplied as a URL as a live link within your PDF.

SPONSORS

All entries must be supported by at least one sponsor who's details you will provide when entering. We will then get in touch with your sponsor with the details they need to complete to support your entry.

Please nominate a sponsor who has witnessed your achievements/ your nominee's achievements first hand and can verify the work, results and impact.

Please note, your entry may be shared with your sponsor in order for them to verify the achievements in the entry.

CATEGORIES

You can enter into one or all of the 4 categories. Please ensure that you read the further information provided in this deck to understand what we are looking for in each category before you start to write your submission.

HOW TO STRUCTURE YOUR ENTRY

01

INTRO

Tell us a bit about yourself/your nominee, your/their career to date, your/their career at the Landor Group, your/their key skills, attributes and core values. Then begin to summarise your/their key achievements that relate to the category you are entering into.

02

THEN THINK ABOUT...

Approach – What challenges were you/they trying to overcome? Describe your/their successful strategies, initiatives or approaches you/they implemented.

Impact – How did this positively impact you/them, your team, our clients and the business? (Evidenced with data or examples, where possible)

03

THEN TELL US...

Lessons Learnt - What insights were gained from the initiative/project?

Looking ahead – What's next? What do you hope to deliver in the next 12 months?/What do you see your nominee achieving next.

THE CATEGORIES



CULTURAL AMBASSADOR

Do you embody the Landor manifesto and actively contribute to a positive and inclusive work environment? This award recognises an employee who embodies the Group's values and actively contributes to creating a positive and inclusive work environment. They are role models for others, promoting teamwork, respect, and a sense of belonging. They actively seek out opportunities to work with others, share knowledge, and build strong relationships to achieve common goals. They demonstrate how collective effort leads to greater success.

WE ARE LOOKING FOR EXAMPLES OF....

Values Alignment: Consistently demonstrates the company's core values through actions, decisions, and daily behaviour.

Collaboration: Goes above and beyond to positively impact our culture by actively partnering with local, regional, or global teams/communities, sharing knowledge and leveraging diverse perspectives.

Inclusivity: Actively promotes an environment of inclusivity and respect for all employees, regardless of background, identity, or role, championing inclusion and impact to ensure every voice is heard and valued.

Teamwork: Fosters a highly collaborative and supportive team environment where individuals feel empowered to contribute their best, actively listening, providing feedback, and working cohesively for collective success.

Role Model: Serves as a positive role model, consistently demonstrating professionalism and integrity. Willingly shares expertise, mentors colleagues, and contributes to a continuous learning environment.

CLIENT EXCELLENCE

Are you dedicated to providing exceptional service and building strong client relationships? This award celebrates an employee who consistently goes above and beyond to provide exceptional service and build strong relationships with our clients. They are dedicated to understanding client needs, exceeding expectations, and advocating for client success.

WE ARE LOOKING FOR EXAMPLES OF....

Client Focus: Demonstrates a profound understanding of client needs, priorities, and business objectives, aligning efforts to deliver maximum value and address their specific challenges.

Exceptional Service: Consistently provides outstanding, personalized service that genuinely exceeds client expectations.

Relationship Building: Actively cultivates and maintains strong, trusting, and long-lasting relationships with clients. This involves consistent engagement, empathetic listening, and a genuine commitment to understanding their evolving needs.

Problem Solving: Proactively identifies and anticipates client issues, then swiftly and effectively resolves them with innovative and practical solutions, ensuring complete client satisfaction.

Advocacy: Acts as a strong, unwavering champion for clients within the organization, ensuring their perspectives are heard, needs prioritized, and feedback drives internal improvements.

FUTURE INNOVATOR

Are you a forward-thinking individual who actively seeks out new ideas and approaches? This award recognises an employee who demonstrates a forward-thinking mindset and actively seeks out new ideas and approaches to improve our products, services, or processes. They are creative, resourceful, and willing to take calculated risks to drive innovation.

WE ARE LOOKING FOR EXAMPLES OF....

Creativity: Generates novel, imaginative, and innovative ideas that lead to new opportunities or unique solutions, fostering fresh perspectives.

Problem Solving: Proactively identifies complex challenges, dissects root causes, and develops ingenious, effective, and often unconventional solutions, overcoming obstacles resourcefully.

Risk Taking: Willing to experiment with new approaches and embrace calculated risks for significant advancements. Thoughtfully assesses outcomes, learns from failures, and pushes boundaries.

Continuous Improvement: Actively and systematically seeks opportunities to enhance existing products, services, or processes. Committed to ongoing learning, implementing feedback, and iterative refinement for greater efficiency and quality.

Visionary Thinking: Possesses a forward-thinking mindset, anticipating future trends and market shifts. Develops long-term strategies and proactively positions the organization for sustained success.

AI CHAMPION

Are you passionate about the potential of Artificial Intelligence and its application within our company? This award celebrates an employee who embraces and champions the use of Artificial Intelligence (AI) within the organisation. They actively explore AI applications, promote AI adoption, and contribute to the successful implementation of AI-driven solutions.

WE ARE LOOKING FOR EXAMPLES OF....

AI Knowledge: Demonstrates a strong, current understanding of core AI concepts, methodologies, and emerging technologies, staying abreast of industry trends and ethical considerations.

AI Application: Proactively identifies and creatively leverages opportunities to apply AI solutions that significantly improve efficiency, productivity, innovation, or create new value streams.

AI Advocacy: Passionately promotes the strategic adoption and responsible integration of AI across the organization, educating others on its benefits and fostering an AI-first mindset.

AI Implementation: Actively contributes to the successful planning, development, deployment, and optimization of AI-driven solutions, collaborating to achieve desired outcomes and maximize ROI.

KEY INFORMATION



August 7th

Applications open via the Above & Beyond Microsite



September 18th

Applications close at midnight BST



WINNERS ANNOUNCED

Local Winners will be announced in October, Regional in November and Global winners in December



QUESTIONS?

Reach out to amy.robinson@landor.com