Small Practice of the Year
Practice Awards Category

Entry Criteria

If you’re a small firm (1-2 partners) and can demonstrate excellence in client care and a real commitment to constant improvement, this is the right category for you. The judges want to hear how new service initiatives and innovations have helped your clients and will be looking for signs that you are managing the right things to keep on improving.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting examples of best practice that other accountants can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight your firm’s core vision and strategy for achieving it. To make the most impact, concentrate on things that make a visible difference to your clients. Strong submissions usually include:

- Details to illustrate your distinctive approach to accountancy
- Examples of successful initiatives you have implemented during the past year
- Evidence to show the impact on clients, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable performance measures - including revenue growth and profitability
Medium Practice of the Year
Practice Awards Category

Entry Criteria

Medium-size, multi-partner firms (3-7 partners) have to balance service quality with consistency as the organisation expands into multiple teams and offices. If you fit this profile and successfully balance expansion with excellence and continuing improvement, this is the right category.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting best practices that other accountants can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight your firm’s core vision and strategy for achieving it. To make the most impact, concentrate on things that make a visible difference to your clients. Strong submissions in this category should include:

- A bold, holistic vision for the firm, supported by evidence of how these values are embedded within the practice
- Explanations of how the firm has addressed people, process, workflow and market challenges, preferably with examples of successful initiatives you have implemented during the past year.
- Evidence to show the impact on clients, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable, relevant performance measures - including revenue growth and profitability
Large Practice of the Year
Practice Awards Category

Entry Criteria

The challenge for large accountancy firms (8 or more partners) is to establish a strong identity across a broad range of service lines and locations. Professionalism and good service quality are assumed from any firm of this size, so how do they communicate their unique personality and character through the organisation to the wider market?

What are the judges looking for?

The Accounting Excellence Awards are all about documenting best practices that other accountants can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight your firm’s core vision and strategy for achieving it. To make the most impact, use simple language to describe things you do that make a visible difference to your clients. The judges will be looking for more than standard replies to the basic questions, so include facts and figures to support any claims made. Some of the points they will be looking out for include:

- A bold, holistic vision for the firm, supported by evidence of how these values are embedded in daily practice
- Explanations of how the firm has addressed people, process, workflow and market challenges, preferably with examples of successful initiatives you have implemented during the past year.
- Evidence to show the impact on clients, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable, relevant performance measures - including revenue growth and profitability.
New Firm of the Year
Practice Awards Category

Entry Criteria

If your firm has been trading for a minimum of 1 year but a maximum of 3 years, the New Firm of the Year is designed for you. The judges will be looking to understand your business proposition and vision, your range of services as well as your approach to client care.

What are the judges looking for?

The entry form requires you to distil your vision into just over 1,000 words. Use the spaces below to highlight your firm’s core vision and strategy for achieving it. To make the most impact, concentrate on things that make a visible difference to your clients. As well as providing examples and evidence of your growth to date and your plans for future development, think about what other accountants might learn from your example. Be sure to tell the judges:

- What really makes your practice stand out from the crowd
- Ways you have adapted new technology to support your clients and your firm
- Ideas, attitudes and actions to drive future development
- Quantifiable performance measures - including revenue growth and profitability
Entry Criteria

“Niche” has emerged in recent years as one of the key ingredients to Practice Excellence, so we decided it was time to shine the spotlight on the people who spend their working lives in specialist niches for Accounting Excellence. Our definition is broad, and can include in-house teams of consultants, management accountants, M&A specialists, technology developers, marketers and analysts as well as those delivering more traditional audit, tax and industry-specific services. If you have specialist multi-disciplinary teams that include some or all of these disciplines, they’re welcome to enter too.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting best practices that other accountants can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight what your specialist team contributes to the firm and how it supports your core strategy. To make the most impact, use simple language to describe things you do that make a visible difference to your clients. Include facts and figures to support your claims, including:

- Details to illustrate your specialist team’s distinctive approach
- Examples of successful initiatives the team has implemented during the past year
- Evidence to show the impact on clients, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable performance measures - including revenue growth and profitability.
Innovative Firm of the Year
Practice Awards Category

Entry Criteria

Does innovation run through the very heart of your firm? This category enables you to shout about your approach to innovation and why it’s important to your firm. As well as reaping the kudos of being recognised for innovation, the entrants and nominees in this category are helping to explore and chart new frontiers for the profession. Let us know here if you think you one of accountancy’s pioneering thinkers.

What are the judges looking for?

Innovation is about more than having cool ideas or adopting a new technology; it should deliver results. To impress the judges in this category, provide examples of your firm’s originality and how it has benefited both your clients and your practice. You haven’t got much room to impress the judges, so be clear and concise and include plenty of evidence to show what you have achieved. The judges will be looking for entrants who:

- Explain how innovation has been grafted into the firm’s business model
- Set an example that inspires other accountants to innovate
- Demonstrate how the firm manages innovation, assesses its results and learns from its experiences
- Provide evidence of the impact and benefits derived from innovations
Entry Criteria

If your firm has found the formula for rapid, but sustainable growth, this is the category to enter. You'll be asked to summarise your growth strategy over the past 2-3 years and to describe the initiatives that have driven your success. Showing an understanding of how you manage the challenges associated with growth will ensure your entry scores higher marks.

What are the judges looking for?

To ensure the process does not take too long, the entry form is quite short. Be concise and specific about the factors that drive your growth and note that the judges are looking for more than purely financial measures or strong referral stats. Help them identify that something extra that really makes your growth formula work. Successful entries in this category often include:

- A clear understanding of the market in which the firm operates, and how that knowledge is used as a driver for growth
- Evidence of sustainable growth over time and explanations of how growth has been achieved as well as how much.
- Good use of effective metrics to measure and manage growth
- A sense of direction, with documented plans and strategies for the future.
Entry Criteria

Does an obsession with client care and service flow through your firm? Tell us how that works in practice, and what tangible results your approach has achieved. Demonstrating your vision for client care and how it will support your growth and development plans for the future will be key to success in this category.

What are the judges looking for?

Firms delivering impressive client service levels are often quite selective about the clients they work with and typically link their wider marketing and new business activity to consistently reinforce their client service ambitions. To keep entries focused on essentials, there is not much space on the entry form. Use each of your answers to illustrate your underlying service ethos. Be sure to provide lots of evidence to support any claims you make. Successful entries typically feature:

- Details about specific initiatives and tools used to improve client service
- Evidence of improvement such as retention and growth rates
- Objective measures such as client satisfaction data or Net Promoter Scores (NPS)
- Specific examples of service excellence and the impact they have had
Best Finance Employer of the Year
Finance Awards Category

Entry Criteria

We're looking to celebrate the companies that encourage finance professionals to take a proactive role in delivering value. It is open to small and large employers and seeks to uncover best practices within the profession in terms of collaboration, learning and development, technology deployment and recognition for finance professionals.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting examples of best practice that other businesses can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight the things your organisation does that make a visible difference to the effectiveness of your finance team - both as individuals and collectively. Strong submissions usually include:

- Details to illustrate your distinctive approach
- Examples of successful initiatives you have implemented during the past year
- Evidence to show the impact on the business and its customers, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable performance measures - including revenue growth and profitability, but also those relevant to the finance function itself
Corporate Finance Team of the Year
Finance Awards Category

Entry Criteria

We’re looking to celebrate the finance teams that take a proactive role in delivering value to their colleagues and the business as a whole. The enterprise award is open to large companies over the usual accounting criteria for large companies (250+ employees, £10.6m+ turnover etc) and seeks to uncover best practices within the profession in terms of collaboration, technology deployment and measurable impacts.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting examples of best practice that other businesses can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight the things your organisation does that make a visible difference to the effectiveness of your finance team - both as individuals and collectively. Strong submissions usually include:

- Details to illustrate your distinctive approach
- Examples of successful initiatives you have implemented during the past year
- Evidence to show the impact on the business and its customers, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable performance measures - including revenue growth and profitability, but also those relevant to the finance function itself
SME Finance Team of the Year
Finance Awards Category

Entry Criteria

We're looking to celebrate the finance teams that take a proactive role in delivering value to their colleagues and the business as a whole. The enterprise award is open to small and medium-size companies under the usual accounting criteria (fewer than 250 employees, <£10.6m turnover etc) and seeks to uncover best practices within the profession in terms of collaboration, technology deployment and measurable impacts.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting examples of best practice that other businesses can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight the things your organisation does that make a visible difference to the effectiveness of your finance team - both as individuals and collectively. Strong submissions usually include:

- Details to illustrate your distinctive approach
- Examples of successful initiatives you have implemented during the past year
- Evidence to show the impact on the business and its customers, such as testimonials, short case summaries and client satisfaction measures
- Quantifiable performance measures - including revenue growth and profitability, but also those relevant to the finance function itself
Finance Transformation Project of the Year
Finance Awards Category

Entry Criteria

Individual partnerships and projects play an increasing part in the modern finance function. We're looking to celebrate specific initiatives that have had a visible impact on finance efficiency and organisational performance during the past year. This category is open to organisations of any size and can include process or reporting innovations, new product developments, technology implementations or any other innovation that sets a positive example that other finance teams could follow.

What are the judges looking for?

The Accounting Excellence Awards are all about documenting examples of best practice that other businesses can follow. To ensure the process does not take too long, the entry form is quite short. Use the spaces below to highlight the finance initiative that has made the most significant contribution to your business in the past year. Strong submissions usually include:

- Succinct details about what has been done and what sets it apart
- Evidence to show the impact on the business and its customers, such as testimonials and press/professional acclaim
- Quantifiable performance measures - including revenue growth and profitability, but also those relevant to the finance function itself
Practice Pioneer of the Year
Pioneer Awards Category

Entry Criteria

We are looking to identify the leaders who have really made an impact in the past year so we can pull their insights and expertise to benefit the wider profession. Service innovators, marketing strategists, technology gurus and inspirational leaders can all compete for this award. You can also nominate multiple people or teams within your business. And don’t hide your light under a bushel. If you think you merit inclusion in the 2017 Practice Excellence hall of fame, feel free to nominate yourself and let us know about your vision for accountancy.

What are the judges looking for?

Tell us about the pioneer’s contributions to practice strategy, processes and service excellence over the past year. What innovations have they introduced and what impact have they had on clients and the marketplace?
Entry Criteria

We are looking to identify the inspirational finance leaders who have really made an impact in the past year so we can pull their insights and expertise to benefit the wider profession. You can also nominate multiple people or teams within your business. And don’t hide your light under a bushel. If you think you merit inclusion in the 2017 Practice Excellence hall of fame, feel free to nominate yourself and let us know about your vision for accountancy.

What are the judges looking for?

Tell us about the pioneer’s contributions to finance strategy and excellence over the past year. What innovations have they introduced and what impact have they have had on the business, its customers and the marketplace?
Software & Technology Pioneer of the Year
Pioneer Awards Category

Entry Criteria

Is there someone in your organisation or among your customers and partners who has made a fundamental contribution to the use of technology within accounting? This award is an opportunity to celebrate the industry’s technology visionaries, thought leaders and unsung heroes.

What are the judges looking for?

Tell us about the pioneer’s contribution to technological excellence over the past year. What innovations have they introduced and what impact have they had on the business and the wider marketplace?
Software Innovation of the Year
Software Awards Category

Entry Criteria

This award shines the spotlight on developers who are breaking new ground and delivering solutions that no one else currently does. The nominated product or service should have become commercially available during the past 12 months (though beta test systems that have been rolled out to significant populations may be considered if they have had a visible impact on users).

What are the judges looking for?

Entries for the software innovation award can come from many different sectors, so the judges will be looking for entries that have broken new ground and deliver a solution that no one else currently matches. They are less interested in enhancements to existing product lines.

The judges want to see evidence that shows how the innovation has benefited customers and overcome problems they experience. The winning innovation should be something that stimulates the curiosity of accountants and points the way towards new possibilities in the way they work.