

2026 INDUSTRY EXCELLENCE AWARDS

Round 2 Guide - Individual Category

How to present like a winner in 15 minutes — and give judges exactly what they are looking for.



What Judges Really Want to Know

Unlike corporate categories, judges are not evaluating your company, your department, or your team. They are evaluating **you**.

The single question running through every judge's mind throughout your presentation is:

"What did YOU personally do that created meaningful impact?"

Too Many Candidates Talk About...

- The company's strategy
- The department's results
- What the team achieved

Judges Need to Hear About...

- Your decisions and judgement
- Your personal leadership
- Your innovation and ideas
- Your specific contribution

The Winning Formula

CORE FRAMEWORK

The most successful individual award candidates demonstrate a consistent pattern across their entire presentation. Judges are looking for clear evidence of all 5 of the following qualities — not just one or two.



Identified a Problem

Not merely inherited one — you recognised what others missed.



Took Action

Not merely participated — you drove a real response.



Influenced Others

Not merely followed instructions — you moved people.



Created Results

Not merely completed tasks — you delivered measurable outcomes.



Demonstrated Leadership

Regardless of your job title or seniority level.

Your 15-Minute Presentation Structure

A disciplined structure signals confidence and professional maturity to judges.
Use this framework to allocate your time effectively and ensure every section lands with impact.



The sections on personal contribution and measurable results together account for **8 of your 15 minutes**.
These are where awards are won or lost.

Sections 1 & 2: Set the Stage

1. Who Am I? (1 Minute)

Judges need to understand why you are in a position to make a difference. Be specific about scope and scale.

  Weak: "I am a Customer Service Manager."

  Strong: "I lead 45 agents handling 30,000+ interactions monthly across voice, email, and digital channels."

2. The Challenge (2 Minutes)

Define the problem clearly. Judges must feel: *"This was a real challenge worth solving."*

Show the evidence — always lead with data before the story.

Metric	Before
CSAT	72%
Attrition	28%
AHT	12 mins
Complaints	1,200/month

Section 3: Your Personal Contribution

MOST IMPORTANT SECTION — 4 MINUTES

This is where the majority of judging marks are awarded. Every statement must be anchored in **your personal action**. Replace passive language with decisive, first-person ownership.

Language That Costs You Marks

- "The team implemented a new process..."
- "We decided to change the approach..."
- "The project was delivered on time..."

Language That Wins Recognition

- "**I initiated** a full process redesign..."
- "**I proposed** and secured board approval for..."
- "**I led** the delivery, managing three stakeholder groups..."



Decisions Made

What did you decide, and why?
Show strategic judgement.



Risks Taken

What risks did you accept and how did you manage them?



People Influenced

Which stakeholders, teams, or leaders did you bring along?

Section 4: Innovation & Creativity

Many candidates underestimate this section. Innovation is **not limited to technology** — judges recognise creative thinking at every level of an organisation. Ask yourself: *"What makes my approach different from business as usual?"*



Process Innovation

New workflow designs, escalation processes, or entirely new service delivery models that improved efficiency or quality.



Customer Innovation

Redesigned customer journeys, new communication strategies, or fresh engagement approaches that improved experience.



Employee Innovation

New coaching methods, recognition programmes, or training frameworks that raised performance and engagement.



Technology Innovation

Automation, AI tools, analytics platforms, or digital servicing solutions that transformed outcomes.

Section 5: Results & Impact

PROVE YOUR VALUE — 4 MINUTES

This is where you demonstrate the return on your effort. Always present results as **before vs. after comparisons**, and explain why the improvement happened — not just that it did.

KPI	Before	After	Improvement
CSAT	72%	89%	+17 pts
Attrition	28%	14%	-50%
AHT	12 mins	8 mins	-33%

Customer Impact

- CSAT & NPS improvement
- Complaint reduction
- Faster response times

Employee Impact


- Attrition reduction
- Engagement increase
- Productivity gains

Operational Impact

- SLA achievement
- AHT & FCR improvement
- Backlog reduction

Business Impact

- Revenue or cost outcomes
- Compliance improvement
- Risk reduction

 Judges love trend charts, customer quotes, management recognition, and independent validation. Include at least one of these as supporting evidence.

Section 6: Reflection & Future Impact

This final section is often what separates finalists from winners.

It demonstrates **self-awareness, maturity, and strategic vision** — qualities that judges associate with true leaders.

Lessons Learned

What did the experience teach you? Be honest and specific — judges respect candidates who can articulate genuine learning, not just success stories.

What Would You Do Differently?

Demonstrating the ability to critique your own approach shows professional maturity and credibility. Avoid the trap of claiming everything was perfect.

Sustainability of Improvements

How have you embedded the changes so they outlast your direct involvement? Judges want to know the results are real and lasting.

Future Plans

What is the next stage of your journey? A clear forward vision signals that your impact is not yet finished — it is just beginning.

What Judges Are Actually Evaluating

Across every individual category, judges apply a consistent evaluation framework.

Use this as a checklist before and after every practice run to identify gaps in your narrative.



Every slide in your presentation should answer one master question: **"Why does THIS individual deserve industry recognition?"** — not what the organisation achieved, but what **this person** did that made a significant, lasting difference.

Category-Specific Focus Areas

Tailor your emphasis to align with the specific award you are entering.

Judges assess candidates against the criteria relevant to their category — ensure your narrative prioritises the right dimensions.

Best Contact Centre Professional

Service excellence, team leadership, customer outcomes, productivity improvements, and coaching effectiveness.

Best Customer Experience Professional

Journey redesign, customer insights, cross-functional collaboration, and CX strategy execution.

Best Team Leader / Supervisor

Team engagement, coaching impact, performance improvement, and culture building.

Best Innovator

Creativity, new solutions, measurable outcomes, and replicability of the approach.

Best Employee Experience Professional

Employee engagement, wellbeing initiatives, retention improvement, and workforce development.

Common Mistakes That Cost Marks

Avoid these pitfalls — they are among the most frequent reasons strong candidates receive lower scores than their work deserves.

→ Talking More About the Company Than Yourself

Judges are evaluating you. Company context is necessary — but your contribution must dominate the narrative.

→ Describing Activities Instead of Impact

~~"I conducted training sessions."~~ — Reframe as: **"I redesigned the coaching framework, which improved team productivity by 22%."**

→ Presenting Data Without Context

Always explain why the metric matters, what changed, and — critically — why it changed as a result of your actions.

→ Taking Credit for Team Results Without Clarity

Acknowledge your team, but clearly define: "This was my specific contribution to that collective outcome."



One Question. Every Slide.

Before you present, review every single slide through the lens of this question:

"Why does THIS individual deserve industry recognition – not for what the organisation achieved, but for what THIS person specifically did that made a significant, measurable, and lasting difference?"

If a slide cannot answer that question, revise it. If your entire presentation can answer it with confidence, you are ready to win.

THANK YOU