

## CONSULTANCY OF THE YEAR

Fewer than 50 employees

### Eligibility

This category is open to UK based medium sized consultancies (or UK divisions) demonstrating the strongest year on year improvement during 2025.

Entrants must have been actively trading throughout 2025 and able to evidence measurable advancement across commercial, operational, strategic or cultural dimensions.

Submissions should reflect the consultancy's performance relative to its size, structure and market environment, highlighting improvement achieved through deliberate action, investment and leadership.

#### 1. Business Size & Eligibility

- Open to medium sized UK consultancies or UK business units/divisions.
- The organisation must demonstrate a material uplift in performance during 2025, supported by year-on-year evidence.
- Entrants must be legally constituted and operating within the UK.

#### 2. Active Operation & Improvement During 2025

- The consultancy must have been actively delivering services during 2025.
- Submissions must demonstrate clear improvement from the previous year, with quantifiable comparisons where possible (financial, operational, market or client related)

#### 3. Scope & Focus of Submission

Entries should demonstrate excellence in one or more of the following:

##### Year on Year Performance Improvement

- Evidence of growth or strengthened stability across financial, operational or market indicators.
- Examples include revenue uplift, improved margins, operational efficiency, market share, client retention or new sector penetration.

### **Strategy, Investment & Execution**

- A clear business strategy and demonstrable evidence of its effective implementation.
- Examples include investment in people, digital capability, systems, processes or expansion into new markets.

### **Innovation & Value Creation**

- Innovation that delivered tangible value to clients or the business — not novelty for its own sake.
- This may include new service models, digital tools, technical breakthroughs or improved commercial approaches.

### **Leadership, Culture & Organisational Strength**

- Strong leadership that shaped a positive culture, supported growth and enhanced inclusion or engagement.
- Evidence may include engagement metrics, cultural change initiatives, leadership actions or structural improvements.

### **Environmental & Social Outcomes**

- Demonstrable environmental and social impact at organisational or project level.
- Entries should showcase purposeful integration of ESG objectives within strategy and operations.

## **4. Evidence Requirements**

Submissions must provide transparent, proportionate evidence such as:

- Comparative financial performance (e.g., year on year revenue, margin, pipeline).
- Operational metrics (efficiency, delivery performance, client satisfaction).
- Details of strategic investments and the outcomes they enabled.
- Innovation case studies showing measurable value created.
- People and culture metrics, such as engagement scores, diversity progress, wellbeing outcomes.
- ESG achievements, certifications or project level social/environmental benefits.

## **5. Judging Considerations**

Judges will evaluate improvement in context — considering:

- The consultancy's size, structure and market conditions.
- The scale of change achieved relative to starting point.
- Evidence of sustained and sustainable improvement, not temporary gains.
- The extent to which leadership, strategy and innovation underpinned the transformation.