



EFQM Assessor's Club Meet

Go International!
with Geoff Carter

30 November 2014 – Villa Rotana

ENTRY FOR THE EFQM EXCELLENCE AWARD

RULES OF THE GAME FOR NON-EUROPEAN ORGANISATIONS

Geoff Carter
Sunday 30TH November 2014

DQG Assessors Club Meeting Agenda

- EFQM Excellence Award (EEA) History
- Rules of the Game for EEA Entry from outside Europe
- An Overview of Recognised for Excellence (R4E)
- Award Entry Costs
- Group Discussions
- Q & A
- Meeting Close

EFQM Excellence Award History (I)

- 1992: Award first presented
 - Open to any organisation at any level of maturity
- 1995: Public Sector Award introduced
- 1995: SME Award introduced
- 2006: EFQM Management Document/Enabler Map format added to existing 75 page report approach
- 2006: Introduction of 500+ point threshold to gain entry

EFQM Excellence Award History (II)

- 1991-2012: Entry for the Award restricted to applications from organisations within Europe, i.e.
 - EU Countries
 - "First Belt" Countries having EFQM Partner or representation and a national Award process, e.g. Russia, Turkey, Ukraine.
- More recently, the EFQM Board of Directors has agreed that entry for the Award, provided certain criteria are met, could move beyond "European" boundaries and any organisation in the world has the possibility to enter for this prestigious Award

Rules of the Game - Who can enter?

- A potential Award Applicant from outside “Europe” needs to first be Recognised for Excellence (R4E) 5 Star by the EFQM Office to be qualified to enter the process.
- The EFQM Office also imposes an 80/20 rule, i.e.
 - 80% of the organisations in the process each year need to be European based.

What is Recognised for Excellence (R4E)?

- R4E is a peer-assessment carried out by a team of trained Assessors from EFQM Member organisations.

<http://www.efqm.org/what-we-do/recognition/efqm-recognised-for-excellence>

- R4E accreditation will be valid for 2 years

Recognised for Excellence (R4E)

RECOGNITION LEVELS: 3-STAR R4E

- Has demonstrated the ability to lead changes
- Some good management practices are in place and impact positively on the results of the organisation

Recognised for Excellence (R4E)

RECOGNITION LEVELS: 4-STAR

- Performs well in a number of areas and takes change seriously
- Get things done and can demonstrate it has invested in some of the practices that will lead to success
- Signs exist that some of the results achieved are going in the right direction



Current Status in the UAE of R4E 4 Star

For the period August 2012 – July 2014

- Khalifa Industrial Zone Abu Dhabi (KIZAD)
- Ajman Police GHQ

Recognised for Excellence (R4E)

RECOGNITION LEVELS: 5-STAR

- Is a high performing organisation where change is the norm
- Improves, refines and simplifies the practices it uses to achieve its goals
- Has ongoing results, in line with its strategy

Current Status in the UAE of R4E 5 Star

For the period August 2012 – July 2014

- Abu Dhabi Police GHQ
- Knowledge & Human Development Authority (KHDA)

Recognised for Excellence (R4E)

PRICE

The fee for EFQM R4E depends on the: -

- Size
- Scope
- Complexity of the applicant,
- EFQM Member:
 - between €7,000 & €12,000 Euro (excluding VAT)
- Non-Member:
 - between €8,750 & €15,000 Euro (excluding VAT)

Additional Costs?

For R4E entry?

In addition to the application fee, the organisation applying bears the travel & accommodation costs associated with the Site Visit

For EEA entry?

In addition to the application fee, the organisation applying bears: -

a) The travel & accommodation costs for the Applicant's representatives associated with meeting the Assessor team in Brussels. (March)

b) The travel & accommodation costs for the Assessor Team associated with the Site Visit (May/June)

Discussion

Discuss with other members of the audience the following topics: -

- 1) What do you see as the benefits of applying ?
- 2) What do you see as the risks of applying?
- 3) Given the widespread use of the EFQM Model in the UAE, why do you think the number of successful R4E organisations at 4* or 5* is comparatively low in comparison with other Countries?
- 4) On a scale of 1 to 5 where 1 = highly unlikely and 5 = certainty, what is the likelihood of your organisation applying for EEA?

Closing Comments

Any additional questions?

For further information you can contact the
EFQM Office in Brussels. info@efqm.org