Excellence in Practice AWARDS

EiP Brief

WHAT ARE THE EIP AWARDS?

The EFMD Excellence in Practice Awards (EiP) recognise outstanding case studies describing an effective and impactful Learning and Development intervention between partner organisations. The specific L&D domain in which the intervention is situated can be Executive, Professional, Talent or Organisational Development.

The winning case studies are selected based on the review of **4 key areas**.

1. Properly Documented "*Challenge*"

(30% of the marks)

The jury looks at the business challenge and how the corporate L&D organisation and/or potential provider(s) documented it for the first time:

- How was the challenge initially formulated?
- Who owned the business challenge?
- What was the link of this business challenge with the corporate strategy?
- How was this embedded in wider HR and business processes?
- What was the desired impact of the L&D initiative as formulated from the outset?

2. Effective Partnering Agreement / "Commitment"

(15% of the marks)

The jury reviews the effectiveness of the "contracting" stage and how the initial brief is translated by the partners into an actionable project:

- What was the analysis from the provider & corporate L&D organisation concerning the changes in human behaviour / performance and organisation necessary to achieve the desired impact?
- What were the initial commitments regarding deliverables and impact; financial parameters; guaranteeing commitment of all stakeholders; timeline and major milestones?
- What was the importance of the initiative to the L&D function and what was the complexity and scale of the initiative?
- How sustainable and balanced was this partnership at the start?

3. Appropriate "L&D Initiative"

(15% of the marks)

The jury assesses the appropriateness of the design, delivery & evaluation of the L&D initiative:

- What was the programme design (definition of intended learning outcomes), programme structure & delivery (range of delivery modes used)?
- What were the learning methods and learning environment (balanced use of programme location and development options) deployed?
- What was the definition, communication and management of entry requirements (selection methodology)?
- Which were the progress indicators and learning measurement?

4. Proven Business "Impact"

(30% of the marks)

The jury reviews the impact the L&D initiative had on the people and organisation concerned:

- Which quantitative and qualitative indicators of impact were used by the corporate L&D organisation?
- What were the actual changes caused by the L&D initiative?
- What was the ultimate impact on the company's business: financially on its customers or its products and/or services?
- How did the owners and or stakeholders express the perceived impact?

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HOW DOES THE AWARDS PROCESS WORK?

An international judging panel reviews the case studies submitted for the EiP Awards. The panel is composed of representatives from EFMD, companies, business schools and alternative providers.

WHEN WERE THE AWARDS LAUNCHED?

The EiP Awards were launched in 2007. Since the launch of the Awards over 650 cases have been submitted for review.

WHY WERE THE AWARDS LAUNCHED?

The EiP Awards were launched to provide a platform to showcase outstanding L&D partnerships with a vision to become one of the global flagship awards programmes that demonstrate best collaborative practices in the field of executive education. We are well on the way to achieving this goal, as over the last 20 years the EiP Awards have really grown in prestige and global recognition with an outstanding list of companies, business schools and providers taking part.

WHAT BENEFITS DO THE EIP AWARDS BRING?

- International recognition of excellence in L&D
- Focus on impact of L&D projects positioning L&D as investments rather than expenses
- Mechanism for benchmarking
- Sharing of good practice and mutual learning
- Legitimacy to internal and external stakeholders for applicants and winners
- Wide visibility and marketing value for applicants and winners

WHAT IS EFMD?

EFMD is a global, membership driven organisation, based in Brussels. As the largest international network association in the field of management development, the EFMD network includes over 950 member organisations and reaches 30,000 management development professionals from academia, business, public service and consultancy across 95+ countries worldwide. EFMD is a unique forum for information, research, networking and debate on innovation and best practice in management development.
EFMD is recognised globally as an accreditation body for quality & impact assessment in management with established accreditation services for business schools and business school programmes, corporate universities and online courses.

For those interested in submitting a case, please also read the '**Submission Guidelines**" (www.efmdglobal.org/EIP).

LIST OF GOLD AWARD WINNERS

2026

- Seco Tools & Hult Ashridge Executive Education
- Rio Tinto & AGSM, UNSW Business School
- Novo Nordisk & IMD
- Hixon Group & Keele University

2025

- Axpo Group & University of St. Gallen, Executive School of Management Technology and Law
- NatWest Group & IMD
- Principals Academy Trust & Capitec Foundation & University of Cape Town Graduate School of Business

2024

- Securitas & IMD
- Kier Group & Cranfield School of Management
- Bayer & IMD
- Eurasian Resources Group (ERG) & ERG Corporate University

2023

- The Lego Group & IMD
- Worldline & Hult EF Corporate Education
- Circle Health Group & Liverpool Business School (LJMU)
- ATOS & ESCP Business School

2022

- Randstad & London Business School
- OCP & IMD & Africa Business School
- Atos & Harvard Business Publishing
- ACIAR & University of South Australia (UniSA) & Australian National University & ICRISAT

2021

- Daimler & ESMT Berlin & Coverdale & Brand-and-Story
- TRATON Group & ESMT Berlin & Mindset
- Capgemini France & emlyon business school
- Audi UK & Alliance Manchester Business School (University of Manchester)
- Live for Good & CEDEP Global Executive Education Club

2020

- Unilever Brasil Industrial & Fundação Dom Cabral (FDC)
- Pertamina & INSEAD & Deloitte & Tjitra and Associates Consulting & Bob Aubrey Associates
- Standard Bank & Gordon Institute of Business Science (GIBS) & Henley Business School
- ArcelorMittal & EF Education First
- Assoc of Entrepreneurship Dev “SKOLKOVO Community” & Moscow School of Management SKOLKOVO