

I. European Quality Leader Award (EQL)

1. Foreword

The European Quality Leader Award is yearly launched and granted by the EOQ. The award is meant to promote maximum performances in all layers of the quality topic and support their propagation.

2. Purpose of the European Quality Leader Award

A Quality Leader is a leader in an organization having succeeded in moving the organization to success for the different stakeholders through his leadership and through the change and Quality improvement processes he has implemented directly through his team.

The European Quality Leader is awarded by the EOQ to the best applicant to the yearly contest, by taking into account the defined EOQ-EQL criteria.

Granting the EOQ QL Award is a strategic decision of the EOQ to promote top performances of people acting in the quality field in its broadest sense.

3. General guidelines to the advertisement of the competition and conditions of participation

3.1 Advertisement of the competition

Each year in November is launched the EQL award on the EOQ website (brief presentation of EQL, participation conditions and general procedure). The EOQ NRs are informed about it by e-mail. The corresponding documents (EQL application form and CV form, guideline for EOQ awards organization and evaluation criteria) are to be found in the EOQ website/members' area (EOQ management system documentation).

3.2 Participation conditions

The EQL Award candidates may be proposed to the EOQ by the EOQ NR organizations:

- Which are organizing in their countries the National Quality Leader award, in accordance with the EQL procedures and criteria. As EQL candidate is proposed the winner of the award on national level.
- Which are not organizing in their countries the National Quality Leader award. In this case the NR organization may propose an EQL candidate who was selected on national level by considering the EOQ-EQL criteria.

The EQL award may be granted only once to the same person.

The practical "success story" presented by the candidate should be not older than 3 years since the application date for the EQL Award.

The EOQ NRs have to send to EOQ General Secretariat the following filled-in EQL application documents (in English) for their candidate:

- EOQ-EQL application form
- EOQ-EQL CV

4. Evaluation and assignment of the award

4.1 Evaluation criteria

The EOQ QL Award evaluation criteria refer to:

- The content of the candidate's CV
- The content of the candidate's application

The evaluation criteria allow choosing the best European Quality Leader for that year. They are not a description of what a change leader should be. The criteria are a support to a judgement and not an end in itself.

What is important and represents the basic approach for the evaluation is the relative position of the different applications on each criterion.

The EQL criteria will be not communicated to the candidates and the obtained score, as well.

A. Criteria for the evaluation of the CV (Who is the applicant)

Elements of the application form's content can also be taken into account for this part.

1. Education and Skills: It concerns the scope of knowledge and skills. Skills are not only those specific to Quality but those in all related areas such as communication, human relations, management, organization.

For the evaluation will be considered the following aspects:

- Education – kind and level of acquired education
- Qualifications – kind and number of specific qualifications
- Recognitions (certificates, awards)
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2. Practical experience: How the facts give evidence of having applied the knowledge and skills during the candidate's working period and in the functions and roles he had, especially in the field of application of the achievement.

For the evaluation the following aspects will be considered:

- Overall working experience duration
- Functions in quality field in its broadest sense (duration)
- Roles in change projects (kind of projects, role in the projects, etc.)

3. Publications: How the knowledge, skills and practical experience have been spread to the society.

For the evaluation will be considered the following aspects:

- Publications on quality (in its broadest sense) topics
- Publications on change management, related projects

4. Outstanding achievements: Here we are looking at what is considered by the applicant as being really outstanding in his professional life. It should be unique, innovative and bringing something to the concerned stakeholders. The extension of the achievement to a European and /or international level is considered an advantage in the evaluation of candidates.

For the evaluation, kind and number of successful quality improvement and/or change projects, including the European and/or international extension will be considered.

B. Criteria for the evaluation of the application (at which extent is the candidate a real leader and what achievements have been made)

Here again, elements of the CV's content can be taken into account.

Criteria 5 to 8 are meant to evaluate the candidate's leadership attributes. Leadership shows itself in the inspired action of team members. The leader sets the direction in which the project should head and also identifies the steps that must be taken by the members of the team to go in that direction. The best way to assess leadership attributes is by the degree to which people surrounding leaders are inspired - what effective leaders need to be, know and do?

For the evaluation the abilities of the candidate will be considered for:

5. Setting Directions – through:

- Facing reality and focusing on the future
- Seeing changes as an opportunity

6. Demonstrating Personal Character – perception of his collaborators and environment concerning how he/she is:

- Living values, leading by examples
- Having and creating a positive self-image
- Displaying integrity & learning ability

7. Building Organizational Capability – through:

- Building infrastructure
- Building and leading teams
- Making change happen
- Designing human resource systems

8. Mobilizing Individual Commitment - through:

- Directing emotions
- Sharing power and authority
- Building collaborative relationships

9. Factual results of the achievement (quality improvement and/or change projects).

For the evaluation the **factual results and effects** of the candidate's achievement (both in depth and extent) are considered concerning different stakeholders, like:

- Customers
- Employees
- Investors
- Organization
- Environment, society

and if it is the case, the European and/or international extension of the achievement.

10. Global perception of the application

It is important that the members of the jury ask themselves what their perception is keeping in mind that their target is to select the best European Quality Leader for that year.

For the evaluation the overall impression about the content of the candidate's CV and application is considered by taking into account the relative position of the different applications, related to aspects like:

- Clear and understandable presentation
- Thoroughness and objectivity
- Conclusiveness

Each evaluation criterion has a defined weight, totalizing 40 points for the CV content and 60 points for the application content. For each candidate is determined the degree of completion of each criterion (between 0% and 100%), by considering the relative evaluation approach and available evidences. The assigned degree of completion (in %) is multiplied by the weight of the considered criterion and the result represents the number of points for each criterion.

The sum of the points of each criterion represents the total score (maximum possible total points = 100).

The final result of the evaluation of each candidate is represented by the average of the scores given by each member of the jury.

C. Evaluation criteria to be used during the interview (only for the 3 nominees)

- Contents
- Presentation
- Persuasiveness
- Answers to questions

4.2 Award jury

The evaluation of the EOQ QL award candidates is made in two steps:

Step 1 – By the NR organizations:

- Which are organizing the National Quality Leader award in their countries.
- Which are not organizing the National Quality Leader award in their countries.

Step 2 - By the EOQ Award jury, formed by the EOQ President, the EOQ DG, the EOQ QL award winner of the previous year and one member of the EOQ Executive Board

4.3 Selection process of the EOQ QL Award winner

1. The EOQ EX establishes the EOQ Jury members and the EOQ QL award winner of the previous year is invited by the DG to participate in the jury
2. The NR organizations send the candidates' application documents to the DG until December 15 (Filled-in EOQ CV and EOQ application form, results of the national evaluation, where available). The DG verifies the completeness of the documents.
3. The candidates' application documents are sent by the DG to the EOQ jury members by e-mail
4. The jury votes electronically and the up to 5 nominees are selected, based on the 5 highest average scores
5. The EOQ DG + one or more members of the jury will interview the nominees (at least two months prior the next EOQ congress)
6. The jury selects the winner after the interviews have been carried out.

The EQL selection is made by the EOQ based on neutrality principles.

5. EQL awarding

The selected nominees are invited to the EOQ congress for the ceremony of the “European Quality Leader” awarding, which has to be included in the EOQ congress program and organized by the congress organizing NR, in close cooperation with the EOQ General Secretariat. The EOQ supports the EOQ Congress participation fee costs of the nominees for that year.

The EQL winner receives the corresponding EQL Award diploma and trophy which are handed over to the winner during the ceremony, by the EOQ President.

6. EQL awards winners promotion

The name of the EQL Award winner and a press release are posted on the EOQ webpage, after the closure of the EOQ congress.