

NEW
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WORK
AWARDS

GUIDE BOOK

Introduction

The world is changing at a pace meteoric. Every plane of life has seen dramatic shifts – some sudden, as in the geo-political arena with a decade of slower growth prompting the rise of nationalists as leaders. Other trends, evident for years, have accelerated to become forces of quantum change. Technology – the rise of AI and machine learning – and climate change – with its multiple ramifications - are key drivers of decisions; personal, corporate and at the level of governments.

For corporations the world over, but particularly in India with our curious demography of sheer numbers and explosive potential on one hand and the complexity of needed education, skills and employability on the other, every goalpost of success has shifted.

Competition is global but the hardest battles are fought in local, often micro markets.

The greatest drivers of change, however, are internal, as organisations and teams morph into new forms, driven by this wider context but specifically by millennial workforces for whom technology is truly 'breath of life', and whose sensitivities demand respect if we are to evolve into the highly productive organisations that will succeed in the coming years.

The 'gig' economy is here to stay, and that economy will afford possibilities hitherto unforeseen. Global talent will be available, contactable, and usable. How it is managed however, will again, define those that win, and the also-rans.

Fluid 'gigs', decentralized teams as technology kills distance (in turn impacting culture) and a workforce that demands 'meaning' at work and a whole new set of incentives are hallmarks today.

As we build the organisations of the future, identifying the core attributes of that future itself is hard. Acting on them harder still. How we innovate, what we focus on as opportunities, and how we lead our people will all transform in this most definitive of centuries in modern world history.

Thriving in a gig economy and with a workforce that demands 'meaning' and purpose will define the firms that will win, and the also-rans.

In recognition, India's most innovative and far-sighted companies are already creating the organizational underpinnings of the future. Changes in how teams are led, how people are incentivized, how 'gig' experts are engaged, how technology itself is used integrally and how growth is planned (unplanned) are evident. Bifocal vision – immediate term focus on business results runs parallel to fundamental steps that envision a new future.

New CODE of Work Awards

The New Code of Work (NCOW) Awards seek to identify and highlight how thought leaders across corporate India are scripting this new wave. An era most productive is at hand. This is exciting – the zeal to test the unknown is palpable. History will mark these endeavors. The New Code of Work Awards aim to recognize and reward emergent best practices in play; just as they seek to record the thinking, that is driving these shifts. Wider impact across institutions government and private is bound to be resultant.

Who should apply?

Organisations and leaders, who have created new generation systems/ and beliefs to transform their growth paradigm in line with these dramatic shifts.

CXOs with a wider sense of responsibility to ensure the collective growth of industry as India's competitive landscape also transforms globally.

Creators of the foundation of India's 21st century industry.

Over the course of the coming decade, Award case studies are expected to become the finest record of Indian industry's new tryst with destiny.

What are the Categories?

Organisations will be awarded in the following categories:

1. Large Multinationals: Companies with presence in at least 5 countries (covering at least THREE continents) and an annual revenue more than 5000 Cr INR. This applies to firms Indian and Foreign in origin.
2. Large Enterprises: Companies headquartered in India, with an annual revenue more than 1000 Cr INR
3. Mid-Size Enterprises: Companies headquartered in India, with an annual revenue that ranges between 30 Cr – 1000 Cr INR.
4. Startups: Companies headquartered in India that have completed minimum 3 years and maximum 8 years of business and have crossed the annual revenue mark of more than 3 crore INR (minimum).
5. The NCOW Award 2020 (Overall winner): The Overall Winner will be selected from the nominations that provide holistic insight into strategies on all parameters. Jury reserves the right to nominate firms from other groups into this category
6. In addition, entries in each judgment parameter (please scroll to the next section) will be assessed individually for best practice benchmarks and illustrations of future focused strategy. The Jury will recognise these sectional thought leadership stories, which will also feature prominently in the Awards compendium; the beginnings of a historical archive on the early steps to this new frontier.

What are the parameters on which the nominees would be judged?

Organisations that epitomize the New Code of Work Awards will be acknowledged and recognised on the basis of thought leadership and excellence in execution illustrated in the following areas:

Productivity

Hallmarked by massive increases in productivity, industry today is led by technology and increasingly skilled teams that deliver products and services faster, better, cheaper. The New Code of Work expects focus on the 'how' of this productivity, substantial shifts in which are still expected. How will productivity be driven such that improvements are quantum but without strain; that the inspiration is happy teams; that it includes knowing how to let go rather than slog away, that it involves true focus on R&D and upskilling; and that it seeks out individual brilliance to expand that into team and corporate paradigms.

A detailed question guide will offer a framework for response and illustration of the nominee firm's productivity paradigm.

Bringing Meaning to Work

Purpose and meaning. Arguably the two big quests for mankind in the 21st century. At work, this translates into creating brand, experience and organizational structures that respond to this fundamental need of talent the world over. The New Code of Work is driving meaning at work through processes, experiences and critically, a value system that places higher purpose and deeper meaning at the core of organisational philosophy.

A detailed question guide will seek out the nominee organisation's value system on this score of creating meaning at work and how it is made tangible in strategy and action.

Vocal and intelligent customers live in deep, connected communication webs, driving brand and reputation as well as product mixes and go-to-market strategies. Engagement has acquired a higher meaning

Leadership – Managing Today and Tomorrow

Leadership. Eternal. Ever changing. Continued paradigms, yet new manifestations. Inspirational. Collaborative. Visionary. Empathetic. Focused on the 'other' yet conscious of the impact of self. The New Code of Work needs leaders at the helm and yet, leaders strewn across the business, individuals in their own right but melded into a collective whole that is infinitely the better for their presence. What defines the 'successful' leader who will take us into tomorrow?

A detailed question guide will seek out the nominee organisation's approach to leadership development at one level and gauge current CXO team readiness for the future at the other.

When change is frequent – economic volatility is at its zenith – this reality demands organizational robustness of a new order.

Future Readiness

When the pace of change is meteoric, future readiness must be a core organizational attribute. As technologies, demographics and governments accelerate this trend what was the future yesterday becomes the present and even sooner the past. Future readiness encompasses strategy, people and organizational structures. The heart of tomorrow's organisation, 'readiness' will occupy pole position where short-term wins will naturally dovetail into long-term success on the plinth of visionary agility.

A detailed question guide will gauge how the nominee organisation is building organizational frameworks to remain future ready through every business evolution.

Jobs are being lost to automation, but even more will be created. Is industry ready to be part of that creation? Is India ready from a skills standpoint?

Who judges the New Code of Work Awards?

The New Code of Work Awards are adjudicated by an esteemed Jury, supported by the NCOW 2020 process partner, Ernst & Young and a rigorous internal panel.

Who are in the Jury Panel?

The Jury Panel for the awards includes

Radha Ahluwalia, Chairperson, New Code of Work Awards. Former Managing Director of IMA India, Radha has over two and a half decades created and led CXO business Intelligence networks across the country. A renowned name in the CXO community of India, she has been the guiding light and advisor in bringing this initiative to life – right from conceptualisation to execution.

Renuka Ramnath, Founder, Multiples. Ranked amongst the most powerful women in India, Renuka Ramnath is the Founder MD and CEO of Multiples, India's leading PE fund. She is the chairperson of Tata Communications and PeopleStrong and is on the board of various leading organisations such as PVR.

Debjani Ghosh, President, NASSCOM. A veteran of the technology industry, and a staunch champion of gender diversity in corporate India, Debjani has led Intel India, Manufacturers' Association for Information Technology (MAIT), and now NASSCOM. Over an illustrious career, she has held diverse leadership roles across geographies in South and Southeast Asia at Intel.

Deep Kalra, Founder, MakeMyTrip. The pioneer of online travel in India, Deep Kalra founded MakeMyTrip in April, 2000. Under his stewardship, MakeMyTrip has become the largest online travel company, as well as the largest e-commerce business in India.

Dr. Santrupt Misra, CEO, Carbon Black Business and Group CHRO, Aditya Birla Group. An HR professional and a business leader of standing for over 30 years, Dr. Misra has worked at board level for close to two decades in several companies, and non-profit organisations in India and overseas. He is an Independent Director on the board of ONGC; Chairperson of the Board of Governors of National Institute of Technology, Rourkela; and a part of the managing committee of Aston Business School Advisory Board (UK) and the board of Xavier's Institute of Management, Bhubaneswar.

Anand Kripalu, CEO, Diageo India. With over 30 years of experience in the Indian consumer goods market, Anand Kripalu was formerly the President, India and South Asia at Mondelez International, and Managing Director of Cadbury India. He is the Member of the Board of Governors, Indian Institute of Management, Jammu and has been on the Managing Committee of the Bombay Chamber of Commerce and Industry. He is currently also on the National Executive Committee of FICCI.

Who can nominate?

Chairperson of the Board

CEO/MD of the firm

CHRO or other equivalent such as Chief Strategy Officer, if scripting the future focused organisational structure and talent pool is her/his mandate.

Where can we find nomination form?

You can nominate here <https://newcodeofwork.com/awards/>. The deeper dive Best Practices Illustration form is available within the same.

Can an organisation nominate itself in more than one category?

Yes.

The Overall Winner will be selected from the nominations that provide holistic insight into strategies on all parameters.

How is the security and confidentiality of the information shared managed?

PeopleStrong and Wheebox are fully committed to data confidentiality. Only a core team member, the process partner and the Jury will be privy to nomination details.

Important Dates

Jury deliberations will commence subsequently

Awards Gala – 6th February 2020

Entry Requirements and Rules

1. Duly complete form submission is necessary. Nominees are requested to provide complete information in order to fully showcase the quality of strategy and expected outcomes.
2. All questions marked with an asterisk are mandatory. Incomplete entries will be disqualified.
3. This is a one-time submission form. It is possible to save the form for later completion and the Awards team will be at hand to aid and support as necessary. Submitted entries cannot be recalled for fresh edits unless it is for the provision of updated financial information. The same will then be provided in a supplementary form.
4. Entries not complying with the rules and/or submitting fraudulent work will not be considered for the jury round.
5. The decision of the Jury on all matters during evaluation will be final. This also includes qualification of an entry or a change in the category if jury feels necessary.
6. The NCOW aims to create a compendium of global case studies. Once submitted, entries will be included partly or completely in the same. Any confidential information can be excluded on a written confirmation by the nominee. PeopleStrong and Wheebox may also use the part of information from submitted entries for activities like promotions, highlights etc related to New Code of Work Awards.
7. All disputes will be handled either by the NCOW Awards Team
8. The NCOW team reserves the right to disqualify nomination that it finds fraudulent or compromised.

Media Specification

URL:

1. All URLs must be active. The site entered should not be changed once submitted for the nomination.
2. URL's should not be password protected.

Contact

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