



# NEW CODE OF WORK 2021

Assessment Partner



Process Partner



2020. No year in recent memory has shifted our boundaries of work and life more. A global pandemic; a true black swan. Economies, governments, businesses and people have all struggled to come to terms with a healthcare calamity that has shifted every goalpost. Life, as we knew it, came to a standstill in March this year. In sum, the world economy will shrink in 2020, the Indian economy will too. The human cost, however, is massive. Whilst healthcare remains the key priority in every country, a close second is livelihoods. Estimates suggest 400 million job losses globally; India numbers are hard to estimate given the informality of employment in most sectors, but the pain has been, and remains, evident.

Eventually, a vaccine will be found – one already has – and the pandemic will be controlled. The way we live however, and even more, the way we work, has changed, and it may never be the same again. At the level of businesses, we have to be as ready for the eventual economic rebound as we are to navigate this time of risk and uncertainty on every plane – economic, human and business.

In 2020, the New Code of Work Awards were launched with the intent to identify the future of organisational design, talent development and leadership and to recognise India's businesses that were leading change. The Awards were prescient – key trends

highlighted by the inaugural edition have all accelerated in 2020. Illustratively, everything went online and millions across the world began working from home almost overnight – and continue to. Never in the history of humankind so many people have worked remotely, at the same time. Over time, some of this will shift back to the old normal but much of it will not. A deep-rooted cultural change within our organisations, teams and people is underway.

Lessons in leadership, in productivity, in building true meaning at work and being future ready when the future itself collapses at the speed of light towards you, are being relearnt. The best among us already have stories, predictions and strategies to share.



# Awards 2021

The 2021 edition of the Awards seek to highlight the future of work, of workplaces, of talent in the context of a year when everything changed dramatically, albeit in line with predictions that the 2020 Awards laid out. Now more than ever, identification of emergent best practices is crucial; more than ever, recognition of path breaking efforts in the face of insurmountable challenge is key. It has been an incredibly difficult year; but lessons learnt, and initiatives undertaken must be celebrated. Because that is the human spirit. To endeavour, to persevere, to surmount, to win.

In a bid to support talent leadership, the Awards will also expand their ambit to include closed circle leadership conversations in the run up to the Awards ceremony. That they will be virtual we can be sure of. That they can be physical, we can hope for. These will build further on the archive of knowledge that the NCOW commenced in 2020. The NCOW believes that it is through collective engagement, through true sharing of experience and opinion that collective – and therefore, individual gain, lies.

Among the many lessons that Covid-19 has taught us, a key reminder is the universality of calamity when it truly strikes. And so, the Awards will also expand their ambit across Asia beginning with Singapore, Thailand and the Philippines. The Asia Awards will be hosted concurrently, best practices across countries will be shared – virtually and through extensive case studies. In the fullness of time, the New Code of Work will represent itself differently across countries but celebrating that on a common platform has value that we hope to unlock for industry leadership.



## The NCOW 2021: 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 the competitive landscape globally continues to morph and shift paradigms.



Creators of the foundation of a new world order post pandemic.

## Nomination Parameters

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

### *Productivity*

Always a key strategic imperative, productivity is now in laser focus for industry leadership. Not just because bottomlines will need to be watched as demand remains uncertain, but much more because operating rhythms have changed, perhaps forever. With no fixed punch-in or punch-out hours and employees operating out of different locations, optimizing productivity in virtual workspaces will demand new thinking, also bearing in mind employee wellbeing. As the world returns to an older keel, hybrid models that will incorporate bots, socially distanced onsite workers and a phalanx of remote teams must all be managed to maximize productivity, without missing the woods for the trees. The NCOW for Productivity expects focus on the 'how' of this new realm. How will productivity be driven such that improvements are quantum but without strain; and long-term sustainability is woven into the pell-mell rush of daily management of a new paradigm.

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 biggest 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. 2020 has been a trial by fire on this specific paradigm. Engagement has acquired a higher meaning in a locked-down world through processes, online experiences and critically, a value system that places higher purpose and deeper meaning at the core of organizational philosophy.

The New Code of Work to drive meaning at work will aim to identify the best in class in what is truly a new normal and what it means for engagement, happiness, sustainability and inclusion.

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

## ***Leadership – Managing Today and Tomorrow***

Leadership. Eternal. Ever changing. Continued paradigms, yet new manifestations. Inspirational. Vulnerable. Collaborative. Visionary. Empathetic. Resilient. Focused on the 'other' yet conscious of the impact of self. Challenged by the global pandemic, leaders have made shifts in the way they lead. How have leaders built on this unique moment in history to drive organisations by example? At the next level, what is now sought in the next generation of leaders that is being prepared and what are the most effective leadership development paradigms in play across corporations?

Which qualities best define the 'successful' leader, who will take us into a safer tomorrow and ensure that organisations do not just survive, but thrive? The New Code of Work for Leadership will seek to identify leadership qualities most needed today, and award businesses that reflect those best in their leadership teams. The NCOW for leadership will also reward businesses that ensure leaders are strewn across the business, individuals in their own right, but melded into a collective whole that is infinitely the better for their presence.

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.

## Future Readiness & Resilience

When the pace of change is meteoric, future readiness must be a core organizational attribute. 2020 and Covid-19 have placed this capability at the very top of stakeholder expectations. Going forward, technologies, demographics and governments will continue to accelerate this trend. Future readiness encompasses strategy, people, and organisational structures. The heart of tomorrow's organisation, 'readiness' now occupies pole position. The NCOW for future readiness will seek to identify those corporations 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 organisational frameworks to remain future ready through every business evolution.

## Categories By Size Of Enterprise

Organizations will be awarded in the following categories:



### Multinationals

Global MNCs with a strategic presence in at least 5 countries (covering at least THREE continents) and an annual revenue exceeding USD 1 Billion.



### Large Enterprises

Companies headquartered in any APAC country, with an annual revenue of more than USD 500 M.



### Mid-Size Enterprises

Companies headquartered in any APAC country, with an annual revenue between USD 101 – 500 M.



### Small Enterprises

#### Category A:

Companies headquartered in any APAC country, with an annual revenue between USD 10 – 50 M

#### Category B:

Companies headquartered in any APAC country, with an annual revenue between USD 51 – 100 M





### Startups

Companies headquartered in any APAC country, that have completed minimum 3 years and maximum 8 years of business and have crossed the annual revenue mark of more than USD 5 M (minimum).



### The NCOW Award 2021 (Overall winner)

The Overall Winner will be selected from the nominations that provide holistic insight into strategies on all of the above parameters. The Jury reserves the right to nominate firms from other groups into this category

**Winners by category will be selected on the basis of insight provided into strategy and practice on each of the four judgment parameters indicated in the previous section.**

## The Awards Compendium

The Jury will also recognize all shortlisted thought leadership stories through nominating them to reflect prominently in the Awards Compendium, a historical archive on the early steps to this new frontier. Nominees for the NCOW 2021 may request a copy of the 2020 Compendium by clicking [here](#).

## Who judges the New Code of Work Awards?

The New Code of Work Awards are adjudicated by an esteemed Jury, supported by the NCOW 2021 process partner, 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 in bringing this initiative to life from conceptualisation to execution.



### **Amarjit Singh Batra**

Managing director, Spotify India. Amarjit had prior experience at big e-commerce players like e-bay and OLX India. Amar was awarded 'Marketer of the Year' (e-commerce) by International Advertising Association (India Chapter) in 2015. In 2014 he was awarded the IDMA Digital Person of the Year. He was also on the 2012 and 2013 'IMPACT Digital Power 100' list, which recognizes the most influential leaders in the Indian digital space.



### **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.





### **Sumit Dutta**

Founder and Chief Executive Officer of ASEAN Business Partners - a multi-disciplinary professional services firm engaged in assisting international companies across industries grow their business in the ASEAN region. Prior to this, Sumit spent 26 years working for HSBC, one of the biggest banks in the world, in countries including Indonesia, Vietnam, USA, Hongkong and India. Most recently, Sumit was the Country Manager and Chief Executive Officer for HSBC in Indonesia from 2014-2019.



### **Maulik Parekh**

Author of "Futureproof Your Career and Company". He is a highly sought after keynote speaker and has inspired over 10,000 leaders around the world through his leadership workshops and seminars. Prior to his entrepreneurial and literary adventures, he was an award-winning CEO of global companies such as Inspiro and SPi Global. Under his leadership, these companies won over 100 awards including Best Company of the Year, Best Employer of the Year and Best Leadership Team of the Year. He was recognized as the ICT CEO of the Year.



### **Dr. Santosh Desai**

Managing Director & CEO, Future Brands Ltd., Author, Columnist, Social Commentator. Prior to this he was the President of McCann-Erickson, one of India's premier advertising agencies. He has served on the board of ING Vysya Bank and is currently on the boards of Future Consumer Products Limited, Oxfam India, D.B. Corp. Ltd and Breakthrough. He is also a member of the Governing Councils of Mudra Institute of Communication, Ahmedabad & Praxis Business School, Kolkata. He has been writing a weekly column in the Times of India for over 16 years and is the author of the bestselling Mother Pious Lady-Making Sense of Everyday India, a book that examines how the everyday life of middle class India has evolved.

### Dr. K P Krishnan



IEPF Chair Professor in Regulatory Economics. Dr Krishnan leads a group focused on research and policy outreach in the broad area of regulatory and public economics, including concerns about investor protection and financial sector reforms, land policy and records, public finance and public administration, and law, economics, and justice. Before his retirement from public service in December 2019, Dr Krishnan was the Union Secretary in the Ministry of Skill Development and Entrepreneurship. Trained in economics, finance, and law, Dr Krishnan has chaired or served as a member of several Government of India committees

### Su-Yen Wong



Founder & CEO, Bronze Phoenix. Su-Yen is an internationally recognised thought leader, professional speaker and board director, who helps audiences around the world navigate the intersection of technology, strategy and leadership. Su-Yen currently serves on the Boards of several public, private, and not-for-profit organisations in Australia, India, Indonesia, Myanmar, Singapore, and the United States. Previously, she was Chief Executive Officer of the Human Capital Leadership Institute; Chairperson (Singapore) for Marsh & McLennan Companies. She is a Fellow and Vice Chair of the Governing Council of the Singapore Institute of Directors, and is an active member of Women Corporate Directors, and the Young Presidents' Organization.

### Ramon B. Segismundo, DBA



Founder and Chief Executive Officer of 1-HR.X - a specialised HR Consulting firm in Philippines. Ramon has breadth and depth of HR leadership, talent management and leadership development experience in both global and Asia Pacific contexts. He has worked with Asia Pacific and Global senior leaders to determine the talent and leadership implications of business strategies, assess current leadership capabilities and develop practical high-leverage solutions for development that drive business results.



# Frequently Asked Questions (FAQs)

## 1. 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 organizational structure and talent pool is her/his mandate.

## 2. Where can we find the nomination form?

You can nominate here <https://newcodeofwork.com/awards/>

## 3. Can an organization nominate itself in more than one category?

Yes. The NCOW 2021 Overall Winner will also be selected from those nominations that provide holistic insight into strategies on all parameters.

## 4. How is the security and confidentiality of the information shared managed?

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

## 5. What is the deadline of submitting the nomination?

30th March

## 6. Entry Requirements and Rules

- Duly complete form submission is necessary. Nominees are requested to provide complete information to fully showcase the quality of strategy and expected outcomes.
- All questions marked with an asterisk are mandatory. Incomplete entries will be disqualified.
- Nominations are to be submitted in two steps. The first submission will require basic information as requested in a pre-determined format. The second is a more detailed submission with a deep dive into best practices as well as strategy on the parameter in question. 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.
- Entries not complying with the rules and/or submitting fraudulent work will not be considered for the jury round.
- 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.
- All disputes will be handled either by the NCOW Awards Team
- The NCOW team reserves the right to disqualify nomination that it finds fraudulent or compromised.

## **7. What is the New Code of Work Compendium?**

The New Code of Work Awards 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 may also use the part of information from submitted entries for activities like promotions, highlights etc. related to New Code of Work Awards.

## **8. What are media specifications for submission?**

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

## **9. Whom can I contact for more information?**

For queries please write to us at [newcodeofwork@peoplestrong.com](mailto:newcodeofwork@peoplestrong.com) or get in touch with

- Rajat Setia (+91-9116984039; [rajat.setia@peoplestrong.com](mailto:rajat.setia@peoplestrong.com))
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