

## RULES 2018

### Objectives

- A competition to identify the Operations Managers who have best contributed to the present and future commercial success of their company, and who express, through their actions, the highest standards of professionalism within the industry.
- To provide selected operations managers with a programme that challenges and extends their skill base and provides real personal development opportunities; this is the MasterClass.

Eligibility - there are two equal awards: -

(1) An experienced Area Manager: (or similar title)

- immediately responsible for the conduct and profitability of three or more directly managed licensed retail units:
- from an established UK hospitality retailer

(2) An experienced Business Development Manager: (or similar title)

- responsible to the landlord company for the profit returned and the commercial development within the terms of the lease of multiple leased or tenanted licensed retail units:
- from an established UK hospitality retailer

### Criteria

Throughout all the elements of the competition the judges will be looking for evidence of outstanding success against sales and profit criteria and particularly in the context of: -

- |                                 |                                    |                              |
|---------------------------------|------------------------------------|------------------------------|
| - Business Skills               | - Financial Management             | - Administration             |
| - Business planning             | - Sales & volume growth            | - Health, safety & hygiene   |
| - Licensee recruitment          | - Purchasing & gross margins       | - Licensing law & procedures |
| - Staff retention & development | - Cost control & profit protection | - CSR                        |
| - Marketing and sales promotion | - Accountancy                      | - Employment law             |
| - Active use of social media    | - Capital investment               | - Property standards         |
| - Product knowledge             | - Competitor awareness             | - Customer service           |

Finalists at the MasterClass will have every opportunity to project their own personality and demonstrate their qualities of leadership and teamwork, innovation and diligence but it is not itself part of the Competition.

### Nominations

Nominations may come from an individual's line manager, their peers, their licensees, their suppliers or anyone else who recommends the individual as being the best operations manager in their category.

Nominators should note that entrants cannot win the competition without selection as a Finalist and attendance at the MasterClass - between 17 July and 19 July plus the finals judging day on 15 October in London.

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### The Judging Process

An Entry Paper – one for BDMs and one for AMs – should be completed within one month of nomination and with a final deadline [for late entries] of 28 May 2018. This paper is available on the Awards website now; it will seek written answers to express entrants' understanding of the industry and to describe their contribution to the commercial success of the pubs, clubs, bars and restaurants for which they are responsible.

Judging of the Entry Papers will reduce the number of candidates to a maximum of 20 to attend the MasterClass on 17 July – 19 July and the Finalists' interviews 15 October.

### Personal profiling

All Finalists will complete an online psychometric profile on work-attitude and motivation – (iWAM). The profile will include a one-to-one review for each Finalist with an independent coach during the Awards process. This development programme will also assist team dynamics at the MasterClass. It is important to note that an abridged version of the iWAM profile will be made available to line managers within 28 days of the individuals having received their own feedback.

### Field visits

All Finalists will be assessed in their normal day-to-day activities by one of our Mentor Judges who will contact each finalist and arrange a suitable time to “shadow” the finalist on a normal business day. The field judging will take place from late July to mid-September 2018.

### The MasterClass

Taking place from Tuesday 17 July through to Thursday 19 July, this is a stand-alone bespoke programme that includes top-level insights into leadership, strategic thinking, change management and ‘business in society’. NB *Whilst there is no cost to enter the Ops Awards Competition, the MasterClass requires a financial contribution of £2395. Finalists are encouraged to take the day after MasterClass as the opportunity to reflect on the learning outcomes of the MasterClass and the experience of the whole Ops Awards.*

### Finals judging

All Finalists will assemble for the Finals Judging day on 15 October at a central London venue where each finalist will be interviewed by two separate judging panels. Each panel will focus on a different aspect – ‘Business’ and ‘People’ - of the role of an Operations Manager. The judging panels will include senior executives from retail operators and each panel will be chaired by one of the Mentor Judges.

### Awards

The Finalists are invited to attend the Awards event which takes place in the evening immediately after the Finals Judging on 15 October. It is hoped that companies will support their Finalists by also attending this event.

### Winners

The winning BDM and Area Manager will each receive a trophy in recognition of their success. The “Rising Star” award focuses on an outstanding Finalist who is likely to be new to managing multiple retail outlets within the industry.

### Feedback

At every stage the Mentor Judges will offer personal feedback to all entrants. The Finalists can each receive a one-to-one review to take place after the Awards announcement at a time and place to be agreed.

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