

Recognised by EFQM



EFQM

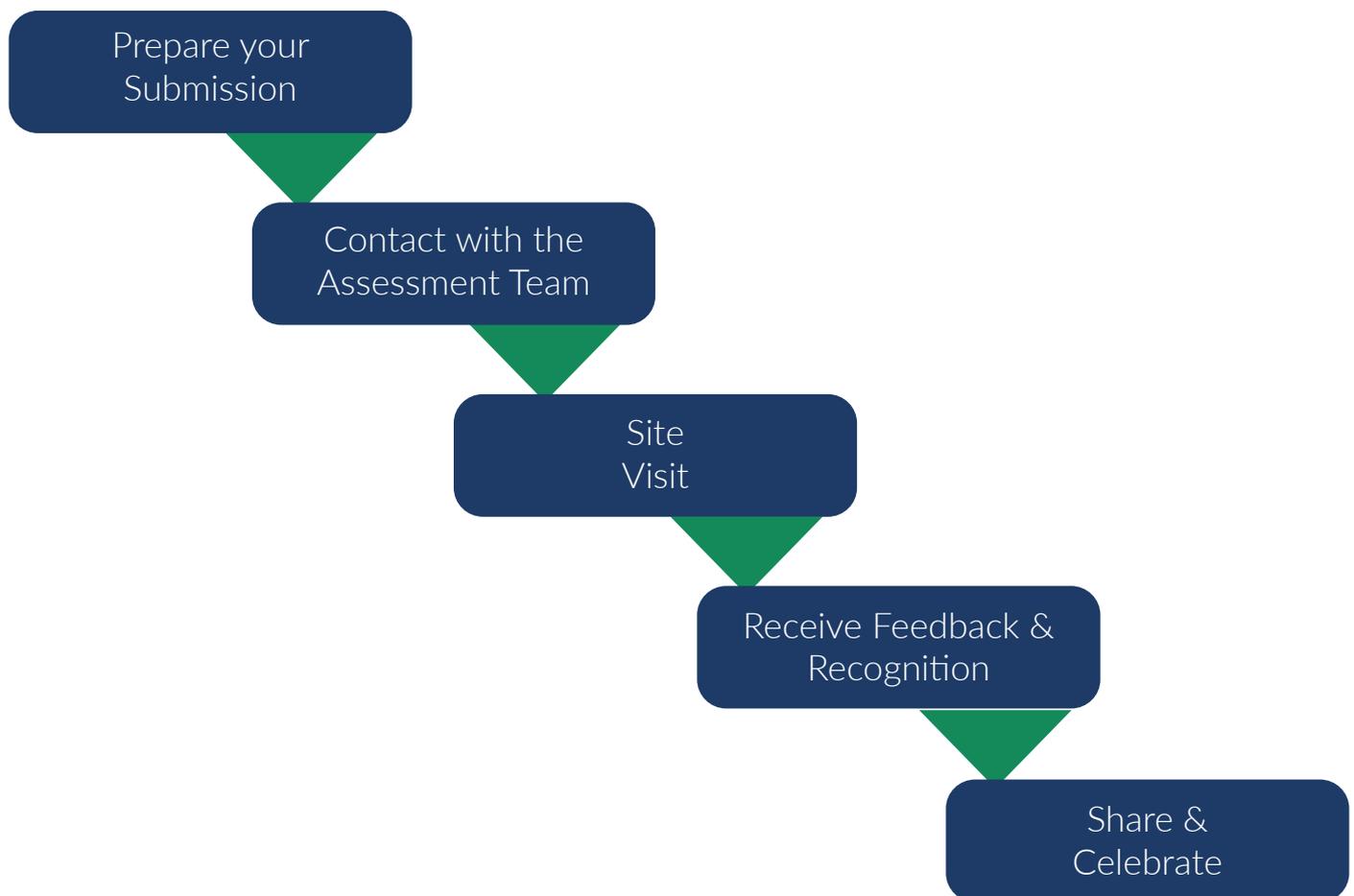
Who is the Recognised by EFQM for?

Any organisation or business unit can apply at any time, regardless of their location, size or sector.

The Recognised by EFQM process overview

A typical profile of an applicant organisation:

- Most important results have been improving and have some external comparative data to put them into context
- Major processes are defined, controlled, regularly reviewed and some clear improvement in approaches over time can be demonstrated
- Have assessed themselves against the EFQM Model and have confidence to score above 300 points



Phase 1: Prepare your submission

This is the moment where the decision to engage or not into the process is made. Preparing and discussing internally a first version of your project plan and an estimate of the associated cost and benefits will help you to take this decision.

Once you have decided to apply to the Recognised by EFQM, you need to send the Application Form signed and start preparing the submission document. You need to also inform EFQM on your preferred date for the site-visit.

- You need to submit your submission document around 6 weeks before the site-visit so that the team can prepare the assessment.

Producing the submission document

The submission document is created in the EFQM AssessBase digital platform, using the EFQM Business Matrix Advanced tool. It is a very user-friendly platform that allows many people from your organisation contribute to the creation of the submission document. Please ask EFQM for more information about the AssessBase.

Once the site-visit date is fixed, EFQM carries out the Assessor Selection Process and builds the Assessment Team (Team Leader + Assessors). Before officially confirming the team composition, EFQM will send you the list of assessors in the team so that you can check whether there is any conflict of interest between you and any of the assessors.

- For example, a conflict of interest could occur where an Assessor is personally involved with your organisation as a key customer or key supplier or has worked for your organisation in the past. EFQM will also check this with the assessors.

Once both the applicant and the assessors have confirmed there is no any conflict of interest, EFQM will put you in contact with the team.

Phase 2: Contact with Assessment Team – Site-Visit preparation

EFQM will introduce you to the Assessment Team by email. You can then already contact the team. The size of the team will depend on the size and scope of your organisation but it is typically a team of 3-4 assessors.

During this phase, your main contact person will be the Assessment Team Leader. He/she will introduce him/herself, and possibly ask you to provide additional information to complement or clarify some aspects of the submission document.

The preparation previous to the site-visit will be done remotely and the assessors will be working with the team through conference calls or emails.

This will be a period of on-going interactions in order to create together the best possible plan for the site visit:

- Agendas/plans/logistics
- Translation needs
- Data to be collated for the team on arrival
- Key contact co-ordinates
- Key deadlines
- etc.

You will probably also be in contact with EFQM during this time and please keep EFQM aware of any problem or issue.

Phase 3: Site-Visit

The site-visit normally takes between 3-5 days. During this time, employees at all levels in your organisation are interacting with the assessors (interviews, presentations, walkabouts...). Your organisation's performance will be assessed against the EFQM Model using the RADAR logic for assessing and scoring.

The site visit is carried out in a very open and constructive atmosphere, it is the moment of truth where you create impressions for the Assessors and supply them with tangible and intangible evidence.

- The assessor team arrives on the afternoon/evening of the day before the site-visit starts and prepares the opening of the assessment.
- The site visit starts with the Opening Meeting between the Assessment Team and your Senior Management Team. During this 1-hour meeting, the Assessment Team will introduce themselves, explain the site visit plan and share with you their expectations for the site-visit. They will also ask you to introduce yourselves and present shortly your organisation and share your expectations for the week. This meeting is key to start the site-visit with an open and honest atmosphere.
- After the Opening Meeting and for the next 2-3 days, the Assessment Team will interview different people in your organisation and conduct also focus groups. You will have discussed the agenda with the Team Leader in advance so please make sure the involved people are available for their interviews.
- At the end of each of the interview days, you will conduct a Mirror Meeting with the Team Leader (and some of the team members if needed). During this 30-minutes meeting, both the Team Leader and you will exchange your impressions about the day and how the site visit is going. It is really important to have this meeting every day and be open and transparent as this is the moment to re-affirm the assessment is going well or take corrective actions. Any concern should be mentioned during this meeting.
- After the interview days, the assessors will have the consensus meeting, score your organisation and write the first draft of the Feedback Report. They will also prepare the Closing Meeting for the last day of the site-visit.
 - The team uses the EFQM Model and the RADAR to come to a consensus and agree analysis of your organisation, keeping the focus on your key strategic challenges and objectives.
- During the Closing Meeting, the Assessment Team will share their high-level impressions with you and will shortly show you some strengths and areas for improvement of your organisation. Please note that the level of Recognition you get is not shared during the Closing Meeting. You will receive this information from EFQM shortly after the site-visit is over.

Hospitality Guidelines

We highly appreciate that applicants host the assessors as well as they can and that treat them with respect. This is also the way we expect the Assessment Team to behave.

Normal practice is to send someone to pick them up in the airport or give them clear indication on how to arrive to the hotel on the evening before the Day 1 of the site-visit.

It is also common that you take the Assessment Team for dinner on Day 1 of the site visit but it is not mandatory. The feedback we got is that this is really useful to enhance the cooperation and have a “relaxed and informal” moment between the Assessment Team and your representatives. Please note that the day for the meeting can be discussed with the team but normally the Day 1 is the best as the Assessment Team will be very busy the rest of the days. If the team agree and have the time, you can also invite them to sightsee the area.

Some courtesy gifts can also be offered to assessors but of a small value. We want the applicant to treat the assessors according to normal business practices. Please don't treat assessors as VIP. Don't plan any event for them without their agreement as the site-visit week is very demanding; and they need to work lots of hours in order to perform as better as possible (taking rest is also crucial).

Phase 4: Receive Feedback

After the site visit, the Assessment Team finish the written Feedback Report and submit it to EFQM. EFQM will then proofread it checking it is consistent and that the score reflects what the team has found out.

We will send you a Congratulation email with:

- The outcome of the assessment
- The logos you can use for promotional use
- The certificate – we will send you a framed one once the spelling check is done
- A link to an online satisfaction survey – please complete it as we use the comments to improve the process
- The Feedback Report that consists of:
 - Executive Summary: 3-5 areas where your organisation Excels and 3-5 areas where there are Opportunities for Improvement at strategic level
 - Detailed feedback at criterion-part level with the strengths and opportunities for improvement of your organisation (performance assessed against the EFQM Model using the RADAR logic for assessing and scoring)

When the content of the feedback report is well understood and analysed, it is the time to start managing the change and work on continuous improvement programmes.

Phase 5: Share & Celebrate

Organisations will get a star-based recognition aligned to the score they achieve:

Recognised by EFQM 3 star	When scoring between 301 and 400 points
Recognised by EFQM 4 star	When scoring between 401 and 500 points
Recognised by EFQM 5 star	When scoring between 501 and 600 points
Recognised by EFQM 6 star	When scoring between 601 and 700 points
Recognised by EFQM 7 star	When scoring above 701 points

EFQM will communicate your achievement through Social Media and the EFQM Recognition Database on the EFQM website.

Helpful Hints

Phase	Do	Don't
Site-Visit Preparation	Prepare the site-visit in advance; be in regular contact with the assessment team leader	Don't wait until the very last moment to prepare the site-visit and arrange the agendas of all the people involved
Site-Visit Preparation	Brief your people about how an EFQM Assessment works and how the site-visit works	Don't expect them to be familiar with an EFQM Assessment if it is their first time
Site-Visit	Ensure you have relevant supporting materials available during the interviews; interviewing in the workplace means they can explain information during the interview	Don't print everything and leave it in the room for the Assessors to read; the assessors will ask for what they need to see during interviews
Site-Visit	You can offer the team to join you for dinner on one night during the assessment.	Don't forget that the assessor team will need time both on-site and in the evening to discuss their findings.
Site-visit (Mirror Meetings)	Raise concerns to the assessment team leader (and EFQM if needed) during the Mirror Meetings or any other moment	Don't wait until the site-visit is over as it might be too late and don't underestimate the value of the Mirror Meetings
Site-Visit (Closing meeting)	Expect to receive high level findings about your organisation from the assessor team during the Closing meeting at the end of the site-visit	Don't expect to receive the score or potential outcome

Other Useful Information

Recognised by EFQM fee

The Recognised by EFQM fee varies depending on the size and scope of the organisation and the relationship with EFQM (member or non-member). Please contact EFQM to know your participation fee.

Other associated costs

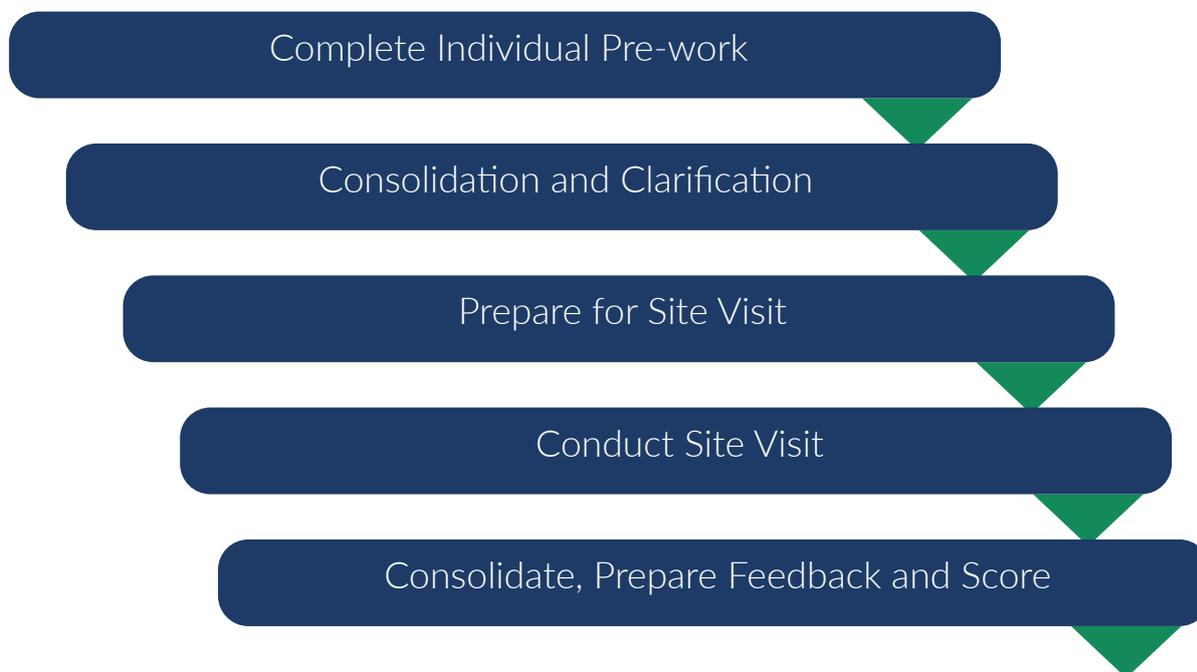
On top of the application fee, please bear in mind that there are some other costs associated to the assessment process:

- **Travel and accommodation of the Assessment Team for the site-visit:** both the travel and accommodation of the assessors during the site-visit need to be covered by your organisation. We don't have any specification about the category of the hotel but please make sure to put the two assessors together in the same hotel. For the travel, economy class is the standard for flights and other ways of transportation. For flights of over 6 hours, Business class is recommended.
- **Other:** printing of materials, translations (if needed) etc.

Assessment Process - Assessor view

All the assessors are trained against the EFQM Model. They normally work in teams of 3 – 4 assessors (depending on the size and scope of your organisation) and they spend around 300 hours assessing your organisation.

The different phases from an assessor's point of view are briefly explained below:



Phase 1: Complete the Individual Pre-work

Once the assessor has received the official participation confirmation from EFQM, starts working in your application. Using your submission document as the main document to work, each assessor makes the individual preparation. The assessors start working in your organisation's strategic themes.

Phase 2: Consolidation and Clarification

The team consolidates the pre-work and starts working as a team. The Team Leader might contact you for clarification and to make sure the team have understood your organisation's strategy, objectives and context.

Phase 3: Prepare for Site Visit

The Assessment Team starts preparing the site-visit and the site-visit plan. They will also discuss the main logistic details with you. The team leader assigns ownerships around the criteria and the assessors start to prepare their parts for the site-visit. During this time, the interaction within the team is continuous and the team leader organises different conference calls and exchanges emails to follow up on the work done.

Phase 4: Conduct Site Visit

As mentioned before, the assessor travels to your premises to conduct the site-visit. During these days, they will meet different people from different levels in your organisation.

Phase 5: Consolidate, Prepare Feedback and Score

While conducting the different interviews and focus groups, the assessors will write down their individual notes and share briefly with the rest of the team. Once the interview days are over, the team will sit together and consolidate all the findings. They will prepare the first draft of the Feedback Report and score your organisation using the RADAR. Once they leave your organisation, they will write the final version of the Feedback Report and send it to EFQM.

EFQM, BRUSSELS

Avenue des Olympiades 2
1140 Brussels, Belgium

T +32(2) 775 35 11
F +32 (2) 775 35 35

info@efqm.org
www.efqm.org

EFQM, MIDDLE EAST

Dubai Knowledge Park,
Block 13, Office G21
P.O. Box 500772, Dubai

T +971 365 81 70

efqmmiddleeast@efqm.org

EFQM, LONDON

Parkshot House
5 Kew Rd,
Richmond, TW9 2PR, UK

T +32(2) 775 35 11

info@efqm.org

