



## BRITAIN'S MOST ADMIRABLE COMPANIES – 13 CRITERIA

DEFINITIONS		
1	Quality of Management	The company sets and implements its corporate strategy effectively
2	Financial Soundness	Built upon firm financial foundations (has a strong balance sheet) that is suitably leveraged for the type of company
3	Quality of Products & Services	Provides consistently high-quality products and/or services
4	Quality of Marketing	Markets effectively and competitively
5	Corporate Governance	Adherence to, capacity for and effectiveness in following the 'rules' e.g. boardroom management, balancing the interests of a company's many stakeholders, such as shareholders, management, customers, suppliers, financiers, government and the community
6	Inspirational Leadership	Leaders energises employees and create a sense of direction and purpose which inspires those across the organisation
7	Ability to Attract, Develop & Retain Top Talent	Effectiveness in generating, securing and retaining talented employees (eg through excellence in training, work environment, depth of expertise etc.)
8	Effective Environmental, Social and Governance (ESG)	A business that considers and plans responsibly for the community and environment in which it operates.
9	Effective Use of Corporate Assets	Uses corporate assets (financial capital, intellectual capital, trademarks, subsidiaries, investment, infrastructure, networks etc) to their best – efficiently and effectively
10	Capacity to Innovate	Actively encourages innovation across the business and invests in this accordingly (e.g. R&D, marketing, people, funding)
11	Long-term Value Potential	Company is well positioned as an investment opportunity, given the combinations of growth prospects for its market and its ability to take full advantage of its structure, management and financing
12	Competitiveness	The extent to which the company operates and competes on a global platform
13	Commitment to Diversity, Equity & Inclusion	How committed a company is to employing a diverse team of people, if they are treated fairly and respectfully and do they have equal access to opportunities and resources.