

BRITAIN'S MOST ADMIRABLE COMPANIES – 13 CRITERIA

DEFINITIONS		
1	Ability to Attract, Develop & Retain Top Talent	Effectiveness in generating, securing and retaining talented employees (e.g. through excellence in training, work environment, depth of expertise etc.)
2	Capacity to Innovate	Actively encourages innovation across the business and invests in this accordingly (e.g. R&D, marketing, people, funding)
3	Clarity of Strategy	Clearly defined and communicated strategic objectives, plans and approaches
4	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
5	Competitiveness	The extent to which the company operates and competes on a domestic and/or global platform
6	Effective 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
7	Effective Use of Corporate Assets	Uses corporate assets (financial capital, intellectual capital, trademarks, subsidiaries, investment, infrastructure, networks etc.) to their best – efficiently and effectively
8	Financial Soundness	Built upon firm financial foundations (has a strong balance sheet) that is suitably leveraged for the type of company
9	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
10	Positive Contribution to Society	Actions, initiatives, and behaviours that improve the well-being and quality of life of those in the wider society and communities
11	Quality of Management	The company sets and implements its corporate strategy effectively
12	Quality of Products & Services	Provides consistently high-quality products and/or services
13	Reducing environmental impact	Actively implementing practices and processes which minimise negative effects on the environment