



OBJECTIVE

The AmChamREPRESENT Awards 2021 recognize and showcase business excellence across four award categories: (1) Leadership Transformation; (2) Digital Transformation; (3) Business Transformation; and (4) Human Capital Transformation.

AWARD CATEGORIES

LEADERSHIP TRANSFORMATION AWARD (INDIVIDUAL: 1 MNC, 1 SME*)

This award recognizes an individual who has driven significant and systemic change in their organization to lead the transformation of their company. This award takes into consideration the following, but is not limited to:

- Agile leadership and adaptability to evolving circumstances
- Strong Commitment to CSR and environmental sustainability
- Inclusive leadership and accountability
- Fostering positive organizational culture and promoting employee well-being

DIGITAL TRANSFORMATION AWARD (COMPANY: 1 MNC, 1 SME*)

This award recognizes a company for its excellence in technological innovation and digital transformation. This could include, but is not limited to:

- Product Innovation/ New Product Development
- System modernization and adoption of new internal processes
- Improved digital experience for clients/customers
- Change management in response to digital disruption of traditional business model

BUSINESS TRANSFORMATION AWARD (COMPANY: 14 AWARDS)

This award category recognizes one company that has excelled in driving business transformation in one of the 7 industries or 7 business functions listed below.

- Sectoral Sub-categories: Aerospace & Defense; Financial Services; Healthcare; Small & Medium Enterprises; Supply Chain, Transportation, & Logistics; Technology, Media & Telecommunications; Travel & Leisure
- Functional Sub-categories: AmCham Women, Cybersecurity, Environment & Sustainability, Government & Regional Affairs, Human Capital, Legal & IPR, Marketing & Communications

HUMAN CAPITAL TRANSFORMATION AWARD (COMPANY: 1 MNC, 1 SME*)

This award recognizes a company for its organization-wide commitment to transforming its human capital and workforce to be better equipped for the future of work. This award takes into consideration the following, but is not limited to:

- Effective Skills Training Programs
- Promotion of Diversity & Inclusion Policies and Programs
- Initiatives that have pushed (and/or are pushing) the boundaries on people strategy, employee engagement, and performance management

*A company is categorized as a small and medium-sized enterprise (SME) if its group revenue is up to \$100 million or if it has a maximum of 200 employees ([SME Working Capital | Overview | Enterprise Singapore - enterprisesg.gov.sg](#))



ELIGIBILITY CRITERIA

- Individuals and companies from AmCham member companies (affiliated with at least one of the 28 regional AmChams) are eligible to participate.
- Please note that application must be submitted for an initiative/project implemented between January and December 2020
- Please note that applications are limited to one entry per company/individual per category. For the third category on Business Transformation, applications can be submitted for one sectoral and one functional sub-category.
- A company/individual may apply for more than one category. Please submit a new application for each additional category.
- A company/individual may submit an application for a global initiative, provided the initiative was executed in APAC by an APAC-based team.

ASSESSMENT CRITERIA

The contributions of the individuals and companies submitted in the applications will be assessed on three key criteria:

(1) Innovation

Programs and initiatives in the application will be assessed for their innovative approach and should include details on how the individual and/or company worked towards creating a novel product or program. Some examples include, but are not limited to:

- Developing a new staff or community program in response to the COVID-19 pandemic
- Designing a new product that is unique and caters to the evolving needs of the market
- Improving internal processes and operations, for instance through the adoption of new digital tools

(2) Implementation

Applications will be assessed on the effectiveness of program and product delivery and should therefore include a concise overview of the implementation plan and metrics. This may include, but is not limited to:

- Implementation process, including timelines, resourcing, and key performance indicators
- Demonstration of efficient program delivery/product development showcasing organizational agility

(3) Impact

Impact of the programs highlighted in the applications will also be assessed. Details on the progress made against key project metrics may include, but are not limited to:

- Quantitative results depicting the transformation journey, i.e., increase in sales/revenue, and improvement in staff/customer satisfaction
- Qualitative assessment of the impact of transformation, i.e., staff and client testimonials, and survey feedback highlighting project impact

TIMELINE

Application deadline: February 5, 2021

Notification to shortlisted candidates: February 19, 2021

Announcement of final winners: At the AAP Business Summit (March 9-11)



QUESTIONS

LEADERSHIP TRANSFORMATION AWARD (MAX 5,000 CHARACTERS WITH SPACES PER QUESTION)

1. Please highlight the applicant's major achievements in leading business transformation in his/her company and describe how the applicant has demonstrated agility and adaptability.
2. Highlight the applicant's vision and future plans as a leader to drive business transformation in his/her company and/or industry.
3. Please include any additional information that is relevant to your application and hasn't been addressed above (for example, previous awards and accolades).

DIGITAL TRANSFORMATION AWARD (MAX 5,000 CHARACTERS WITH SPACES PER QUESTION)

1. Please highlight the company's major achievements in leading digital transformation, and provide details of the implementation process and metrics.
2. Describe the company's vision to further advance technological innovation and become a leader in digital transformation.
3. Please include any additional information that is relevant to your application and has not been addressed above (for example, previous awards and accolades).

BUSINESS TRANSFORMATION AWARD (MAX 5,000 CHARACTERS WITH SPACES PER QUESTION)

1. Please highlight the company's major achievements in establishing itself as a leader in business transformation within the chosen industry or business function.
2. Describe the company's vision and future plans to maintain and strengthen its position as a leader in the selected industry or business function.
3. Please include any additional information that is relevant to your application and has not been addressed above (for example, previous awards and accolades).

HUMAN CAPITAL TRANSFORMATION AWARD (MAX 5,000 CHARACTERS WITH SPACES PER QUESTION)

1. Please highlight the company's major achievements in leading human capital transformation.
2. Describe the company's vision and future plans to advance workplace and workforce transformation and promote talent development.
3. Please include any additional information that is relevant to your application and has not been addressed above (for example, previous awards and accolades).



WINNER'S PACKAGE

Application submission is complimentary and all winners will receive an e-certificate, and will be included in the press release following the award ceremony.

We are also offering a special winner's package, which is optional and includes the additional benefits listed below:

- AmChamREPRESENT Commemorative Trophy
- Customized AmChamREPRESENT Awards 2021 marketing collateral featuring your company
- 1 dedicated winner's post on all social media platforms (LinkedIn, Facebook, Twitter) following the award ceremony
- 1 Winner Showcase banner ad for AmCham e-newsletter
- Featured in the Post-Event Highlight Video to be sent to distinguished guests, sponsors, supporting partners and conference attendees

Cost: SGD500 (exclusive of GST)

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