

# SUSTAINABLE SUCCESS COMPETITION 2019

Entry criteria and web copy

April 2019

# The Sustainable Success Competition 2019

## Introduction

Here at Telos Partners we believe in long-term, sustainable success and performance.

One of the key factors in achieving sustainable success is to ensure that the needs of all stakeholders are considered and addressed.

But how else can you establish a sustainable and successful business?

### **WE WANT YOU TO TELL US!**

Launched in 2013, this competition allows us to engage the next generation of business leaders to think about how to achieve long-term success.

*“The essay competition challenged me to take concepts and apply them to real-life situations, to think from the perspective of an insider trying to inspire change, rather than as an objective outsider” – Scott Ferreira, Winner 2014*



*Sir John Armit CBE, Dinesh Venkateswara (runner up), Daniel Sabido (winner 2013), Paddy Radcliffe (Telos Partners)*



*John Kay CBE and Scott Ferreira (winner 2014)*

Once again, we have teamed up with Young Enterprise, a national charity who specialise in enterprise and financial education, empowering young people to harness their business and personal skills.

We know that Young Enterprise Programmes provide an excellent learning experience, as well as being great fun to participate in.

But what impact will that learning have on your career and success over the coming years?

What have you learnt as a result of taking part in a Young Enterprise Programme that will help you to establish a successful business?

## Entry criteria and information

### Who is eligible to enter?

- You can enter if you have recently finished, or are about to finish, the YE Company Programme in 2019
- You should be between 14 and 18 – the age cut-off being 31 August 2019
- This is an individual, not a team competition, although members of a team may enter separately.
- Each entrant may submit only one essay.

### How do I enter?

All you need to do is to write, no less than 500 and no more than 2,000 words, addressing the following challenge:

*“It’s a special person - and personality - who can lead a start-up to soaring success and sustain that success for the long term. Apple co-founder Steve Jobs and Facebook’s Mark Zuckerberg are star examples.” Marcus Buckingham*

Using your own experience of having set-up and run your own successful business over the last few months,

- what do you believe are the qualities of a leader that is able to lead a company not only to short term success, but one that will be successful for many generations to come; and
- what areas in particular does that leader need to focus on to ensure that enduring and long-lasting success?

You can be as creative as you wish in term of “telling your story” – we just ask that it is in the written word.

- All entries must be typed and submitted double-spaced with numbered pages.
- Each entry must have a cover page with the following information:
  - A title
  - Your name, full mailing address, email address and contact telephone number
  - Word count.
- All entries must be submitted in electronic format to the following email address:  
[jkershaw@telospartners.com](mailto:jkershaw@telospartners.com)
- Attachments must be less than 10MB in size.

### Judging criteria

- The judges will be looking for entries which are engaging, innovative, well thought through and presented. They want to hear your own thoughts and ideas rather than anyone else's. Entries will be judged against the following criteria:

CRITERIA	SCORE
<b>'Thoughtful':</b> A reflective and insightful approach	<i>Out of 10</i>
<b>'Clarity of expression':</b> Easy to read and understand	<i>Out of 10</i>
<b>'Creative':</b> Demonstrating originality and imagination	<i>Out of 10</i>
<b>'Stimulating':</b> Encouraging interest and enthusiasm in the reader	<i>Out of 10</i>
<b>TOTAL SCORE</b>	<b><i>Out of 40</i></b>

- The decisions of the judges are entirely their own, and are final. No correspondence will be entered into.

### What is the deadline for entries?

- The closing date is 20 May 2019. No entries will be accepted after this date. The winner will be announced at the YE Company Programme Final 2019.

### What can I win?

- **First prize:** £1,000, plus an invitation to spend time with members of Telos Partners ahead of the National Final in London in June 2019, and up to four hours of mentoring/coaching with a Telos Partners consultant
- **Second prize:** £500, plus an invitation to plus an invitation to spend time with members of Telos Partners ahead of the National Final in London in June 2019
- **Third prize:** £250, plus an invitation to plus an invitation to spend time with members of Telos Partners ahead of the National Final in London in June 2019

### Other information

- There is no entry fee.
- All entries must be original works, in English, and must not have been submitted as part of another course or competition. If you do use any references (e.g. to books or articles that you have read) then you must acknowledge them.

- If you use any examples (e.g. existing businesses or business people) they must be based on information that is publicly available OR you must have permission and make sure that you acknowledge that permission in your entry.
- All entries are final. No revisions are accepted.
- Copyright of all entries resides with Telos Partners. Entries and photographs may be used on Young Enterprise or Telos website/social media.
- Entrants should be prepared to participate in any press coverage which may result from winning the award
- Coaching/mentoring sessions will be up to one-hour long. Depending on the location of the winner, these may be conducted face-to-face or by Skype. Sessions to be arranged by mutual agreement. Sessions cancelled by the winner with less than one week's notice may not be rearranged.