

Ambassadors for Excellence™ provides support and recognition for organisations that have a common focus towards excellence, exhibiting ethical behaviours and actively driving a process of performance improvement across their operations.

Ambassadors for Excellence™ are members of London Excellence and, through their approach to business, naturally promote the concepts of excellence through their supply chain and the wider community.

The scheme provides opportunities for Ambassadors' employees to network and collaborate with others within or across industries as well as opportunities to benchmark their performance. In this way, Ambassadors for Excellence™ are working to achieve the stated Mission to be *a flourishing community of excellence*.

The benefits of becoming an Ambassador for Excellence™

share, learn, review, improve, recognise

Ambassadors for Excellence™ receive:

- a logo and certificate – endorsed to recognise your achievements (see below)
- access to a network of like-minded people to share ideas
- free access to a range of materials for self-review
- free access to meetings to explore case studies and topics of interest
- discounts and priority booking for other selected services and events
- 10% discount on Towards Excellence™ assessments
- written profiles on the London Excellence website and
- visibility of your logo on selected London Excellence materials

Ambassadors for Excellence™ may benefit from:

- improvements in your business performance
- differentiation in the eyes of your customers
- a strengthening of your competitive position in tenders and bids
- improved supplier / partner commitment
- recognition of your support for the wider business community

Recognition for our Ambassadors' achievements

All Ambassadors receive a logo and certificate and, if you can provide approved evidence of a score against the Excellence Model within the past three years, your Ambassador's logo will be endorsed with the appropriate level of recognition:

Bronze: 300 – 399 points

Silver: 400 – 499 points

Gold: 500 points and above



Approved assessment processes currently include Towards Excellence™, Recognised for Excellence™, a regional or UK Excellence Award submission and Investors in Excellence™ (*Bronze recognition only*). The endorsement may be held for up to three years following the date of assessment after which the organisation must provide evidence of reassessment to maintain or raise the level of recognition, otherwise the base level Ambassadors logo will be issued.

Applying to become an Ambassador for Excellence™

The initial application to become an Ambassador for Excellence™ is through an application form and a meeting with a member of your organisation's senior management team. An annual membership fee is payable appropriate to the size of your organisation. A department or division of a larger organisation can apply in its own right and the fee applicable would be based on the number of employees in that department.

Number of Employees	Annual Subscription	No of Reps	
1 - 25	£250	2	If your application is accepted, you will be registered as a member of London Excellence, a company limited by guarantee. Your organisation will be bound by the Memorandum & Articles of Association of London Excellence, a copy of which is available on request. <i>All prices are quoted exclusive of VAT.</i>
26 - 50	£450	3	
51 - 250	£950	4	
251 - 1000	£1450	5	
>1000	£1950	5	

If you are applying as a department or division within a larger organisation, use of the Ambassadors' logo and other benefits will be restricted to your department and you must be able to answer "yes" to the following questions:

- Does your department or division have its own clearly identifiable budget?
- Does your department or division have its own clearly identifiable measures of performance?

If you wish to apply to be an Ambassador for Excellence™, please complete and return the Application Form. On receipt of your application you will be invoiced and contacted to confirm arrangements for our meeting with a senior manager in your organisation; the aim of the meeting is to affirm your role as an Ambassador for Excellence™ and identify how London Excellence can add value to you and your process of continual improvement.

On acceptance of your application, you will receive your Ambassadors for Excellence™ certificate and logo.

If your application is not accepted your application fee will be refunded less an administration fee of £150+vat.

Ambassadors for Excellence™ Charter



As an Ambassador for Excellence™ you commit to:

- applying ethical behaviours and the fundamental concepts of excellence in all business activities
- a process of continual review and improvement
- encouraging others in your supply chain and the wider business community to engage in performance improvement activities.
- nominating at least two individuals willing to be active personally as Ambassadors for Excellence™.
- contributing ideas through case studies
- sharing best practice - online, by telephone, through networks and Ambassadors meetings etc

You will be encouraged to:

- complete profiles for the Ambassadors section of the London Excellence website
- enable links from / to the LE website where possible
- assist the growth of the Ambassadors for Excellence™ brand by introducing potential Ambassadors

Ambassadors for Excellence™ is not:

- a commitment to making a minimum contribution of time
- a set of constraints about using the Excellence Model in particular ways
- a constraint to participation in other excellence-related fora

