



## JUDGING INSIGHTS FOR TORCH AWARD PARTICIPANTS

1. Your application and BBB data on your business profile are the only information judges can use in evaluating your application.
2. Send the information that's suggested if you can—many applicants do not provide the information. (If you don't know why you're putting something in the application, leave it out.)
3. Make the judges' job easy—organize the application to follow the criteria and address the topics in the application. Otherwise, you're leaving it up to the judges to figure out what fits where, and we're apt to miss things.
4. There's an implied maturity curve (going from intent to assurance).
  - a) You say you do—that's a start, but it's not evidence.
  - b) You say you do and can point to it in print—it's good, there's a trail.
  - c) You say you do, you put it in print, and you can show it's been used.
  - d) A, B, C, and you explain how you review your practice to make it better. Is feedback gathered and used?
  - e) A, B, C, D, and you can show a trend line of improved performance.
  - f) A, B, C, D, E, and your trend line is compared to something.

*(Judges expect larger businesses will have more sophisticated approaches, but even for small businesses just saying it isn't very powerful.)*

5. Letters of customer praise are wonderful—and evidence of good management, but not necessarily your ethics, unless the letter addresses how your organization responds when things go wrong. (see #3)

6. Judges look for consistency and depth of deploying your ethics practice. You may espouse certain values—are those values evident in your policies? In your marketing? In your contracts? Are employees told of your ethical expectations? Is ethical conduct covered in performance reviews?
7. Judges look for how obvious fairness is in your business. Do your contracts assure the customer of any protections? Do you offer guarantees? Are those guarantees called upon and backed by your business? Is information about your performance available to customers?
8. Show your “moments of truth” (when things go wrong) and provide evidence of how your organization responded to those events in ways that are consistent with its ethics.
9. Respond to the whole scope of your business (customers, suppliers, employees, and communities in which they do business). Many applications only address customer practices. Some include employee practices. Few address suppliers, owners and communities.
10. Have a review team take a look at the application before you deliver it. Does the application cover the criteria and the suggested topics you’re addressing? Are business practices and evidence left out? Is information included that doesn’t help the case? Is the application a complete account of the organization’s ethics practice?