



# THE APOLLO PROJECT

SUBMISSION FORM, CRITERIA & GUIDANCE



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## **Introduction to the Apollo Project from the Rt. Hon. Baroness Scotland of Asthal QC, Secretary-General of the Commonwealth and Patron of the Apollo Project**

The Apollo Project by the InterLaw Diversity Forum seeks to give employers a set of tried and tested tools that have been successful at delivering real and sustainable change. It looks not just at the legal sector but is open to all organisations, large and small, because it recognized that true innovation and success can be achieved anywhere and must be shared everywhere.

For too long, diversity and inclusion have focused on inputs, and often programmes have ploughed on regardless of their final impact. I am immensely heartened by the impact that these submissions are having each year, and I hope that, as with last year's winners, other organisations will assimilate them into their business and drive the agenda forward.

Thank you for your support, and I hope that others will continue to be inspired to follow the examples provided in these submissions.

A handwritten signature in cursive script that reads "Patricia Scotland".

**Baroness Patricia Scotland QC**  
**Secretary-General of the Commonwealth of Nations**

## SUBMISSION FORM, CRITERIA & GUIDANCE

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**Name:**

**Email Address:**

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**Organisation Name:**

**Title of Initiative:**

.....

**Organisation Size:**

Please Select One

- Small (< 100 total employees)
- Medium (100-750 total employees)
- Large (> 750 total employees)

**Categories:**

Tick all that apply to your initiative

- Evidence Based Intervention
- Culture
- Management and Training
- Systems, Procedures and Policies
- Communications
- Other

**You can also submit online via our website.**

[theapolloproject.net](http://theapolloproject.net)

[theapolloproject.net/apollo/submissions](http://theapolloproject.net/apollo/submissions)



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## DESCRIPTION OF INITIATIVE

Please submit a narrative description of your initiative (approximately 1,000 words in length). Please see the accompanying Criteria and Guidance for more information on completing your submission. Each submission should be broken down into the four headings below: (1) Overview; (2) Strength of Business Case; (3) Innovation; and (4) Evidence/Outputs. In addition, we encourage each submission to be accompanied by: (5) Testimonials; and (6) Evidence (relevant documentary evidence supporting any of the headings). Neither of these additions will count towards the overall word limit.

### OVERVIEW

Please provide an overview of your organisation and your initiative. We want to know the details of your initiative, challenges it addresses and what you hoped to achieve. Please tell us the origin of the initiative.

### STRENGTH OF BUSINESS CASE

How does your initiative fit within your organisation's strategy or goals? How is your initiative resourced, both in terms of budget and staffing? Does your initiative have support from senior management and engagement across the business?

### INNOVATION

Please provide information on the unique or innovative aspects of your initiative. We are particularly interested in initiatives that demonstrate creative thinking focusing on cultural change, talent management and/or organisational well being. We are not interested in "Diversity 101", so please tell us what takes your initiative outside of basic diversity and inclusion initiatives such as employee network groups, basic training, mentoring and sponsorship, etc.

### OUTPUTS

Please provide information on measurable outputs which demonstrate the impact and success of the initiative on the business. How do you evaluate success?

We will only select initiatives which have a tangible outcome at the time of submission. It is critical that you can demonstrate that your initiative has been effective in achieving its goals and impacting on your business.

### TESTIMONIALS

Please feel free to include testimonials from both inside and outside of your business which support any of the above regarding your initiative.

### EVIDENCE

Please submit documentary evidence supporting any of the above. We ask that you ensure that what you submit is clearly labelled, organised and tailored for your submission. Using a table of contents with a single PDF submission is encouraged.

# CRITERIA & GUIDANCE

## OVERVIEW

In this section, please provide an overview of your organisation and your initiative. We want to know the details of your initiative, what challenges it addressed and what you hoped to achieve. Please use the following questions, where applicable, to guide your response:

- **DESCRIPTION OF YOUR INITIATIVE**

Give a brief overview of your initiative and its target audience. Which elements of your initiative are fundamental to its success (i.e. must be present if another organisation wishes to implement it)? Who leads your initiative?

- **DESCRIPTION OF YOUR ORGANISATION AND YOUR SECTOR**

Which cultural challenges are addressed by your initiative? Has your initiative engaged your clients, suppliers or peers in your sector? Do you believe these challenges are unique to your organisation or apply across the sector and/or across other sectors?

- **ENGAGEMENT**

How does your organisation educate/communicate about your initiative? How transparent are the rationale and goals of your initiative? Does your organisation's management demonstrate its commitment to your initiative? Have you engaged a diverse group of people within your organisation (including geographically, hierarchically, etc.) with your initiative? How does your organisation educate/communicate about your initiative?

- Have you used innovative and/or diverse range of communication mediums to support your initiative, such as leveraging technology or using social media?

## STRENGTH OF BUSINESS CASE

In this section, please provide information on the business case and rationale for your initiative? Please use the following questions, where applicable, to guide your response.

*How does your initiative fit within your organisation's strategy/goals (including talent management and diversity and inclusion goals)? How was your initiative developed? Who came up with the idea? How was the business case originally articulated to justify it? Has that articulation changed/evolved since your initiative was launched? Does your organisation's management demonstrate its commitment to your initiative? How transparent are the rationale and goals of your initiative?*

## INNOVATION

In this section, please provide information on the unique or innovative aspects your initiative? We want to know what makes your initiative succeed. Please use the following questions, where applicable, to guide your response.

*What do you think is innovative about your initiative (in your organisation and/or your sector?) What advice do you have to other organisations that wish to implement similar programs? We are particularly interested in initiatives that demonstrate creative thinking focusing on cultural change, talent management and/or organisational wellbeing. We are not interested in "Diversity 101", so please tell us what takes your initiative outside of basic diversity and inclusion initiatives such as employee network groups, basic training, mentoring and sponsorship, etc.*

## OUTPUTS

In this section please provide information on measurable outputs. We want to know how you evaluate the success of your initiative. How do you know it works? Please use the following questions, where applicable, to guide your response.

- **ACCOUNTABILITY**

Who is accountable for the success of your initiative, including implementation and outcomes? How is this measured? If the initiative is linked to performance management, is success (or lack thereof) linked to salary, bonus, promotion, etc? Who is responsible for risk management of the initiative?

- **QUALITATIVE RESULTS**

What cultural changes have taken place in your organisation? How have your people responded to your initiative? Have there been different outcomes for different populations in your organisation? How do you measure this? What evidence is there of support for your initiative throughout the organisation and in what ways? Please use data such as staff attitude surveys, focus groups, one-on-one interviews, etc. to underscore the success of your initiative.

- **QUANTITATIVE RESULTS**

What people and business-related metrics show the success of your initiative? Do you have metrics around recruitment, retention/attrition, employee engagement, pipeline/promotion metrics, increased revenue/profits, performance reviews, 360 reviews, diversity and inclusion statistics, etc.?

**For additional information, please contact:**



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**For more information on how to make your submission,  
please see [www.theapolloproject.net](http://www.theapolloproject.net)**