



Appendix 3: MIKE Award application form and criteria

**Global Most Innovative Knowledge Enterprise (MIKE) Award**  
**Application Form**

Please return your form to [info@menamikeaward.com](mailto:info@menamikeaward.com) \*  
(MENA MIKE AWARD Website <http://www.menamikeaward.com/>)

PLEASE COMPLETE THE APPLICATION FORM	
<b>Name of Company / Organisation:</b> <i>(The name stated here will be displayed in all promotion and collateral materials associated with the Award.)</i>	*Name <hr/>
<b>Contact Details</b>	
<b>Name</b>	
<b>Position:</b>	
<b>Address:</b>	
<b>Tel No.:</b>	
<b>E-mail Address:</b>	
<b>Company/ Organisation Details</b>	
<b>Business Registration No.:</b>	



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<p><i>(For public organisation without a Business Registration number, please fill in "0" in the field.)</i></p> <p><b>Type of Organisation:</b> <i>(e.g. Private/ NGO/ Government)</i></p> <p><b>Type of Business:</b></p> <p><b>Please State the Business Group / Unit:</b> <i>(if any)</i></p> <p><b>Total Number of Employees:</b> <i>(i.e. the units in which the KM applies and spreads to)</i></p> <p><b>Listed Company/ Organisation in Stock Market:</b></p>	<hr/> <hr/> <hr/> <p>Local / National / International</p> <hr/> <hr/> <hr/> <p>Yes / No</p> <hr/>
<p><b>Date of Establishment:</b> yyyy / mm / dd</p>	<p>/ /</p>
<p><b>Website:</b></p>	<p>http://</p>
<p><b>Company Logo</b> <i>Maximum file size of 10MB (jpg and ai file only)</i></p>	<p><b><i>Please provide your company logo via email.</i></b></p>



<b>Company vision and mission statement</b> <i>(if any)</i>	
<b>Category of Business :</b> <i>(Please choose the most suitable category)</i>  <i>- Agriculture/ Fishing/ Mining/ Energy/ Forestry</i> <i>- Manufacturing</i> <i>- Construction/ Housing</i> <i>- Financial services and banking</i> <i>- Trading and Logistics</i> <i>- Professional services and other producer services</i> <i>- Retail and food services</i> <i>- Public administration, social services, NGO and government departments</i> <i>- Tourism/ Hotels</i> <i>- Education services</i> <i>- Medical services</i> <i>- Public transportation/ Shipping/ Aviation</i> <i>- Entertainment, publishing and media</i> <i>- Telecommunications / IT</i> <i>- Others (Please specify)</i>	
<b>Please provide 2 referees for verification purpose (e.g. your own staff, clients)</b>	
<b>1.</b>	
<b>Name:</b>	_____



<b>Company/ Organisation:</b>	<hr/> <hr/>
<b>Position:</b>	<hr/>
<b>Tel No.:</b>	<hr/>
<b>Email address:</b>	<hr/> <hr/>
<b>2.</b>	
<b>Name:</b>	<hr/> <hr/>
<b>Company/ Organisation:</b>	<hr/> <hr/>
<b>Position:</b>	<hr/>
<b>Tel No.:</b>	<hr/>
<b>Email address:</b>	<hr/> <hr/>

*For countries without hosting organisations of country MIKE Award, please submit your applications directly with an application fee of HK\$4,000. Please also nominate a professional referrer in your own country with good standing and no business interest who will be approached for giving recommendations.*

<b>Please nominate one professional referrer</b>	
<b>Company/ Organisation:</b>	<hr/>



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<b>Contact Person:</b>	
<b>Position:</b>	
<b>Tel No.:</b>	
<b>Email address:</b>	



## Guidelines for Preparing your Successful KM Stories

### Submission Guidelines

The Submission Report should include the following **Parts A and B** in the format as follows.

- A4-size, with single-lined spacing and minimum font size of 12 points
- Maximum 2 pages per criteria for Part A; maximum 1 page per measurement for Part B (including tables and figures)
- Appendices (optional such as such as company annual reports, articles, newspaper clippings etc.; maximum of 5 items)
- Start a new page for each section
- Insert page numbers in the report
- File size is limited to 20 MB

### Part A - MIKE Assessment Criteria (Sustainability Factors)

There are two sessions (i) and (ii) in Part A.

- (i) Do not just give normative statements that your organization treasure or value these factors. Please instead **write narrative/stories on your effort you have put into each of the 8 criteria** below with successful examples, photos, supporting data, events, news clippings or websites. A maximum write-up not more than two pages for each criteria is sufficient. Any extra materials could be attached in appendices. Power points would not be accepted but could be submitted as supplementary materials in appendices.

The questions/points given for each of the criteria are given in the table for your reference. They are only examples and hints of the content that are related to each of the criteria. There is no need to follow or answer each of them but just give you an idea what the criterion is about and to trigger your thought.



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### **Criteria 1 - Empowering knowledge workers for innovation**

#### **Intellectual Capital Element: Human Capital (HC)**

Examples:

- What is the percentage of workers in your organization with professional/ university qualifications?
- How would you rate the quality of your knowledge workers compared to the peers in your industry? How do they keep up with the knowledge required to do the work?
- How is your organisation going to develop the new knowledge needed for their workers (through recruitment, head hunting, employing consultants, internal training, etc.)?
- There could be two types of employees in an organization, those who receive instructions to accomplish tasks and those who need to develop their own solutions/ work methods/ protocols. What is the percentage of the latter category of staff?
- Does your organisation have any incentive schemes to reward idea generation and innovation?
- What is the percentage of your organisation's budget spent on talent management and development?
- What is the percentage of the working time of your staff spent on learning and acquiring new knowledge (e.g. attending training programmes, seminars, part-time courses etc.)?
- Has your organisation developed any knowledge database of employees' skills and competencies?





## **Criteria 2 - Strategizing, visioning and transformative leadership**

### **Intellectual Capital Element: Human Capital (HC)**

Examples:

There are different levels of leadership, for example, senior management or task leaders (project managers), i.e., employee discharged with a responsibility to accomplish a project.

(i) On senior management:

- What is the mission and vision of your organisation?
- How does your leaders communicate these values to the general public? To what extend are they implemented?
- Do your organization have a clear strategic /development plan that are known to all employees and stakeholders of the organization?

(ii) Task leaders

- To what extend your task leaders can make decisions in their project?
- How would you rate the entrepreneurship spirit and managerial skill of the task leaders of your organization?
- Can you describe the training and qualities of various leaders in your organizations?





### **Criteria 3 - Creating client and user expectations/needs/experiences**

#### **Intellectual Capital Element: Relational Capital (RC)**

Examples:

- Who are the shareholders (or stakeholders) in your organisation? How are they being informed about the work and progress of your organisation? –
- What are the values generated by the organisation to the shareholders (e.g. better products, higher profits, better service, corporate social responsibility, etc)?
- Does your organisation monitor changes in markets and/or customer expectations?
- Has your organisation conducted any customer service quality study?
- Are your customers / clients involved in developing new goods and services?
- Are there any projects related to service design thinking?
- How does your organisation handle customers' complaints?
- How does your organization collect and leverage customers' or other stakeholders' (e.g. suppliers, competitors, business partners etc.) information and knowledge to create value for the organization?
- How does your organisation communicate or diffuse the customer knowledge within the organisation?





#### **Criteria 4 - Developing internal & external networks and connectivity**

##### **Intellectual Capital Element: Relational Capital (RC)**

Examples:

- How is new knowledge being acquired internally (e.g. personal networks, mentoring, project team, CoP etc.)
- How is knowledge being acquired externally consultants, trade networks, social media, university partnership, crowdsourcing open innovation, inter-organisational learning, strategic alliance, etc.)
- How do you encourage and foster internal network and organizational commitment?
- What are the practices to build formal/informal external networks
- What is the importance attached to social/relation capital to the reputation of your organization. Who is responsible for this (e.g. brand management, customer management, etc.)?





**Criteria 5 - Cultivating organizational innovative culture**

**Intellectual Capital Element: Structural Capital (SC) – Innovation Capital**

Examples:

- Does your organisation have a policy/ incentive / staff appraisal system to acknowledge teamwork and knowledge creation among your colleagues?
- What are the channels to collect new ideas from staff/workers?
- Are there any vivid discussion and constructive debate on organisational issues and matters?
- How often are innovation/knowledge management issues being discussed in your organisation?
- What is the percentage of time your staff have on learning in office hours?
- Do you have an organizational learning or action learning program in your organisation?





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**Criteria 6 - Investing and delivering knowledge-based products/services/solutions**

**Intellectual Capital Element: Structural Capital (SC) – Innovation Capital**

Examples:

- What is the uniqueness of the products and service offered by your organizations. How they are developed and marketed?
- Does your organisation have a plan on what new products or services need to be developed in the near future?
- What is the percentage of your organisation’s budget devoted to Research and Development?
- Does your organisation have processes that enhance knowledge creation and innovation in your products / services?





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### **Criteria 7 - Enforcing knowledge practices and systems for knowledge creation**

#### **Intellectual Capital Element: Structural Capital (SC) – Process Capital**

Examples:

- Are you aware of any knowledge risks in your organization, and what are the measures taken to mitigate its occurrences?
- Does your organisation have systematic processes for capturing knowledge (both external and internal), organizing and sharing it throughout your organisation? –
- What are the processes / routes for collecting and soliciting opinions and ideas from staff at different levels?
- What are the information tools and platforms available in your organisation that support faster flow of information and knowledge among your employees?
- Are information and staff directory readily accessible through your computer and communication networks? (Please illustrate)
- What is the preferred way of communicating and disseminating information to employees in your organisation (e.g. informal communication channels like gathering, coffee breaks, blog, etc. or formal channels such as meetings, notices, newsletters, etc.)?





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**Criteria 8 - Implementing creative and virtual space to create stakeholder value**  
**Intellectual Capital Element: Structural Capital (SC) – Process Capital**

Examples:

Describe with examples if your organization has adopted, implemented the use of the following ideas /concepts to enhance the interactions and creativity of employee in your organization:

- Collaborative workplaces;
- Social media;
- Innovation jam:
- Smart office; Floating/mobile office;
- Future Centre; User Lab, Mind Lab, etc.;
- Knowledge café, dialogue circles etc;
- Others.





(ii) Among the 8 criteria, please **give a rating (from 1 to 7)** in the form of a score to the relative importance of each of these criterion which you think is important to the success of your organization. Also please **pick up any THREE criteria** (put a tick in the box) which your organization has performed most well).

Criteria	<b><u>Relative Importance of the Sustainability Criteria</u></b> <i>7 - Extremely important (critical to success)</i> <i>6 - Very important (essential in most aspects)</i> <i>5 - important (essential in some aspects)</i> <i>4 – Somewhat important (nice to have)</i> <i>3 – Fairly important (needed in some aspects)</i> <i>2 – Slightly important (needed in a few aspects only)</i>	Select <b>THREE</b> <u>criteria your organization has performed best</u> (put a ✓ below)
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	<p><i>1 - Not important at all (would not affect operation)</i></p> <p><i>(Please put down your rating below for each one, identical rating is permitted)</i></p>	
1. Empowering knowledge workers for innovation		
2. Strategizing, visioning and transformative leadership		
3. Creating client and user expectations/needs/experiences		
4. Developing internal & external networks and connectivity		
5. Cultivating organizational innovative culture		
6. Investing and delivering knowledge-based products/services/solutions		
7. Enforcing knowledge practices and systems for knowledge creation		
8. Implementing creative and virtual space to create stakeholder value		



## **Part B - Innovation Performance**

Please select the most appropriate measurement to your organization and provide self-appraisal with data and evidence. You may select more than one measurement.

- New products/new services/new business models developed
- Market share/new product sales
- Patents/licenses/loyalties
- Revenues /incomes/turnover
- Customer/client satisfaction
- Prizes/awards/honors, etc.
- Patents/ publications/new ideas etc.



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**Global Application and participation Fees: 1500USD**

Please settle the fees along with the submission of the application so that it can be considered.

**Bank Details:**

For Applications from Lebanon:

- Bank Name: Byblos Bank
- Address: Antelias 2 Branch, old road to Tripoli
- Account Name: ALIGN MANAGEMENT SOLUTION (AMS) SARL
- Account Number: 4203516681002
- IBAN: **LB1700390000004203516681002**
- SWIFT: BYBALBBX

For other countries:

- Bank Name: Byblos Bank
- Address: Antelias 2 Branch, old road to Tripoli
- Account Name: ALIGN MNGT SOLUTIONS SAL (offshore)
- Account Number: 4203517004007
- IBAN: **LB5500390000004203517004007**
- SWIFT: BYBALBBX