**ABP Awards 2021 – Categories**

1. **EXCELLENCE IN USING INNOVATIVE TECHNOLOGY/ CONNECTION**

Entrants to this category are invited to showcase how psychology and innovative technology are combined to drive fundamental changes in business, whether through Artificial Intelligence, Virtual Reality, Data Analytics or other emerging fields. We know that psychology is central to the effective application of these technologies and indeed is embedded in tech-enabled products and service, and we know that business psychologists are making a huge contribution here. We want to hear about this work and celebrate it.

1. **EXCELLENCE IN HEALTH AND WELLBEING**

Entrants to this category are invited to demonstrate how they have dealt with the apparent juxtaposition of employee health and wellbeing and business performance. Entries might include, for example, rigour and/or innovation in i) improving health and wellbeing, including mental health, ii) creating safe, user-friendly work environments and/or iii) enhancing work-life balance.

1. **EXCELLENCE IN DIVERSITY AND INCLUSION**

Entrants to this category might include work across any areas of business psychology which address D&I challenges in the workplace.

1. **EXCELLENCE IN ENGAGEMENT AND EMPLOYEE EXPERIENCE**

Entrants to this category are invited to demonstrate rigour and/or innovation in the area of employee experience as well as employee engagement (defined broadly to include the causes and consequences of feelings of absorption in one’s work). Entries might include, for example, rigour and/or innovation in i) the measurement approach used, ii) an intervention made to increase engagement, and/or iii) the approach taken to demonstrate effectiveness.

1. **EXCELLENCE IN LEARNING AND DEVELOPMENT**

Entrants to this category are invited to demonstrate how any L&D work, training and/or coaching intervention has had a significant impact on the success of an individual, group or organisation.  The rationale for the approach chosen will be considered, as well as the strength of the evidence collected to demonstrate effectiveness.

1. **EXCELLENCE IN CHANGE MANAGEMENT**

Entrants to this category are invited to demonstrate successfully supporting an individual, group or organisation in i) becoming aware of the need for change, ii) assisting through a change process, and/or iii) embedding change to ensure new practices are long lasting.

1. **EXCELLENCE IN ASSESSMENT**

Entrants to this category are invited to demonstrate rigour in the field of assessment, broadly defined, for an individual, group or organisation. Entries might include, for example, rigour and/or innovation in i) measurement of new or interesting concept/s that are relevant to the world of work, ii) the use of technology in the delivery of assessment/s, and/or iii) effective ways of delivering the results of assessment processes.

1. **EXCELLENCE IN USING BUSINESS PSYCHOLOGY FOR SOCIAL IMPACT**

Entrants to this category are invited to demonstrate how they are using psychology to make a difference beyond the workplace to people and wider society – whether this is around social mobility, environmental challenges or charitable endeavours.  For this category, the assessment criteria ‘extent of impact’ will explicitly assess impact on society.