

FOREWORD

To achieve market leadership, organizations need to continually deliver excellence.

Business Excellence models like European Quality Award, Deming Prize, Dubai Quality Award (DQA), Sheikh Khalifa Excellence Award (SKEA), Mohd. Bin Rashid Al Maktoum Award are based on core principles of excellence. They provide well proven comprehensive framework for all types of organizations to achieve business excellence.

Way back in 1990s, visionary Leaders of UAE decided to adopt principles of business excellence by launching DQA, SKEA, Dubai Govt. Excellence Program etc. They encouraged Government, public and private organizations to achieve leadership through excellence and contribute to the growth of UAE and its people.

This book “Business Excellence Awards – Strategies for Winning”, based on Sunil’s years of hands on experience in this field, provide inspiration and impetus for Leaders of improvement to adopt Business Excellence framework. It shows, in a very practical way, how to successfully participate in Business Excellence award process and is an outstanding collection of knowledge and information.

I wish you all the best in your pursuit of organizational excellence.

H.E. Sheikha Lubna bint Khalid Al Qasimi

Minister of Economy

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