

The background of the banner features a dark blue, textured surface with diagonal lines. There are several bright, out-of-focus light sources, including a prominent rainbow-like lens flare in the top left corner and another in the bottom right corner. The text 'APG' is rendered in a large, bold, red font with a white outline, while 'AWARDS 2017' is in a white, bold, sans-serif font.

**APG**

**AWARDS 2017**



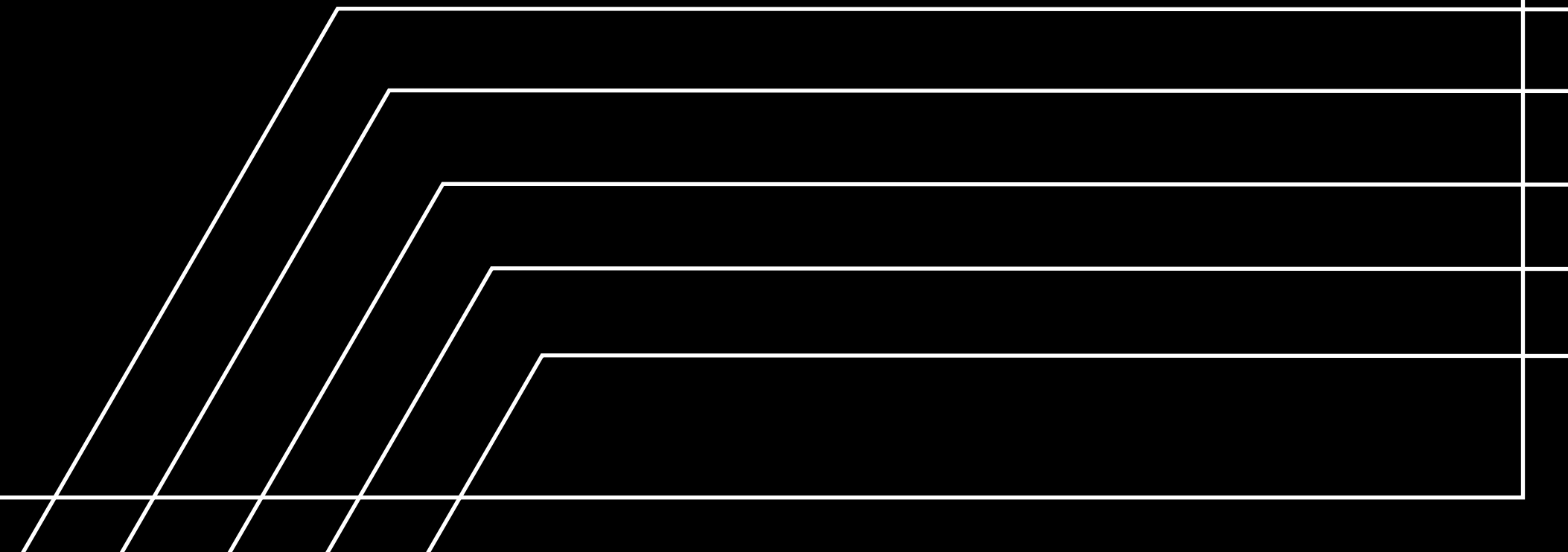
# TRANSFORMATIONAL THINKING

SIMPLY, BECAUSE IN TRANSFORMATIONAL TIMES THE BEST  
STRATEGIC THINKING & DOING IS HELPING TRANSFORM  
BRANDS LIKE NEVER BEFORE



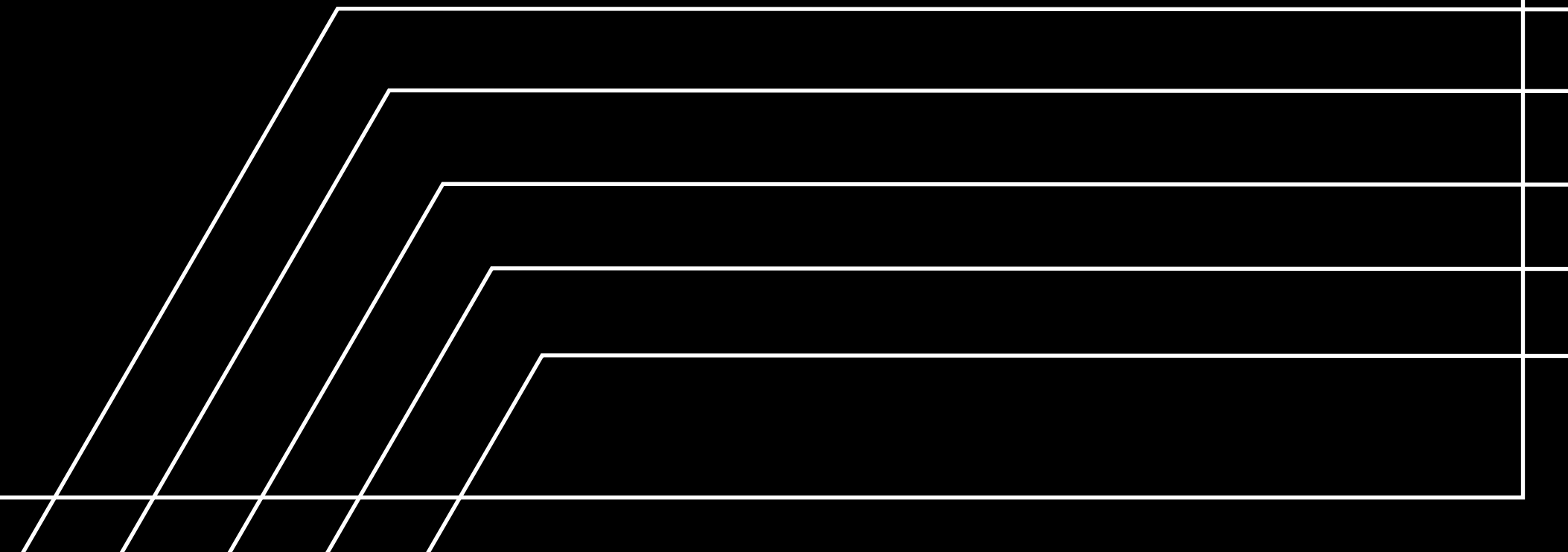
# IN PRACTICE...

**INCISIVE  
BRAVE  
INFLUENTIAL  
INSPIRING  
ENTREPRENEURIAL**



# TRANSFORMATION IS RELATIVE

APPROACH NOT JUST OUTCOME



# THE MARKING

HOW COMPELLING IS THE STORY I.E. HOW EFFECTIVELY HAVE YOU PRESENTED THE IDEA (WRITTEN CASE / PRESENTATION)?	20 MARKS
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HOW INTERESTING IS THE STRATEGIC IDEA AT THE HEART OF THE PAPER? AND HOW WELL IS IT LINKED TO THE WORK?)	20 MARKS
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HOW MUCH DO I WISH I'D DONE IT? (THE JEALOUSY FACTOR)	5 MARKS
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HOW 'USEFUL' IS THE CASE/THE LEARNING AND/OR COULD IT BE REAPPLIED?	5 MARKS
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