



P E T E R
C R I T T E N
A W A R D

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THE AWARD

WE ARE DELIGHTED TO
ANNOUNCE THE LAUNCH OF
THE PETER CRITTEN AWARD

to recognise outstanding contributions
towards organisational transformation
and learning reach. This prestigious and
inaugural award is open to the Consalia
alumni community who have graduated
with a Masters degree since 2015.



PETER
CRITTEN
AWARD

2022



THE AWARD HAS BEEN
INSPIRED BY DR PETER
CRITTEN'S CONTRIBUTIONS,

influence and achievements in facilitating a richer alliance between the professional and academic worlds of practice and learning. Peter was a transdisciplinary pioneer, a man ahead of his time, interested in 'wicked' problems, seeking creative solutions by asking what is possible in the messiness; what opportunities can be revealed if we approach complexity differently, and connecting this to the potential in every individual practitioner to bring about change through change in themselves.

DO I SEE IT OR IT SEE ME WHICH IS THE GREATER REALITY

It-ness is a concept Peter often contemplated, asking what underpins transformative experience, **how one can recognise It and how to measure It**. Sometimes the smallest indicators can lead to the most significant impact. He spoke of how the here and now provides both the source and limit of knowledge and how the route to existential knowledge requires the use of one situation as a projective model to the next instance; these are themes you will be familiar with as you reflect back on your own Masters projects. The award criteria focus on these themes and seek demonstrations of the learning reach and transformational impact you have created through your projects and subsequent work in your organisations.

Peter was instrumental in the development of the MSc Professional Practice Programmes. Meeting Phil Squire by chance at Hampton Court Palace, he asked Phil, '*so what are you going to do about **it**?*' This led to the outcomes you see today, the possibilities when the professional and academic worlds walk together in common purpose.

Peter had a wonderful sense of humour and infectious enthusiasm. He assessed many of your projects over the years and remarked to academic colleagues how inspired he was by their breadth and depth with that inimitable sparkle in his eyes that spoke volumes. With that same mixture of humour and wisdom he had a say in the way he wanted to be remembered – through you.

In his memory and to honour your contributions which was his wish, winners will receive a sculpture created in bronze with silver solder. It has been designed by Guy Hadden Grant, a member of the Royal British Society of Sculptors and based on ideas put forward by Peter to represent emergence and possibilities. For this first launch of the award there will be six awards.

HOW TO APPLY

THERE ARE TWO REQUIREMENTS:

1. Submission of a 3000-word project excluding appendices, telling us how you have achieved the following:

- **Learning Reach:** opportunities you have created to share the learning and insights from your Masters with others in your organisation. Peter referred to this as learning reach. Evidence you can provide might include its impact on colleagues, how this has changed the thinking and practice of those colleagues and how they have continued this learning reach process with others in the organisation. To what extent has the learning reach included levels of diversity in its widest sense. Think of your learning and its role in dissolving boundaries, changing perception, embracing difference. Evidence for this could be through mentoring/coaching relationships, engaging with departments and people you have not engaged with before, intentionally expanding your contacts for these purposes, new initiatives. Imagine how you can map this learning reach, which can be illustrated in words and/or images, and how you have evaluated the influence of it on the organisation as a whole (see quantifiable indicators below).
- **Academic and Professional Learning:** in 1995 Middlesex University made a profound change in entry criteria for post graduate study opening the door for professionals to undertake practitioner research that would meet academic criteria of assessment and have significance to the professional world of practice. It increased the university's learning reach and emphasised its commitment to this dimension of diversity. What have been the benefits

of this alliance for you, for your organisation and sector and for the university? How can these two different sectors learn from each other and be more than the sum of their parts?

- **Cultural Shifts:** an account of what you see as the indicators of cultural shifts taking place in your organisation. Think of what these indicators are from small to large: for example, from more conversational engagement in teams, more sharing, everyone having a voice, shifts in language and tone, quality of listening, creative risk taking, trust and quality of energy to structural and system changes, e.g. installation of new operating systems, change in reporting structures. Include how they can be traced back to influence from learning shared.
- **Quantifiable Financial Indicators:** examples can include increase in sales, market share etc which can be traced back at some level to having been triggered by learning shared from your time and achievements on the Masters programme. In some cases, this may not yet be fully evident but can be included in Your Future Contribution.
- **Your Future Contribution:** gather these indicators together in one page and add to the indicators the ones you would like to see for the future. This will constitute your own indicators of transformation to benefit your sector's transformational change. Include this as an appendix.

2. A 20 minute phone/virtual call by a member of the judging panel to a nominated person from your organisation to discuss the organisational impact of your project.

The submission date for the 3000-word project is **Monday, 23rd May 2022.**

The judging panel includes:

- **Dr Kate Maguire:** Associate Professor, Head of Doctor of Professional Studies (TD Programmes) Faculty of Business and Law at Middlesex University
- **Dr Katie Bell:** Chief Marketing Officer at UCAS
- **Nick de Cent:** Editor of The International Journal of Sales Transformation & Entrepreneur
- **Dr Marc Kahn:** Chief People Officer & Executive for ESG, Investec.
- **Graham Davies:** Chairman of The Institute of Sales Professionals

Awarding Event

Thursday, 15th September at The Wharf Restaurant, Teddington Lock.

The evening will include a black-tie dinner and award presentation event. Six awards will be presented to entrants who have demonstrated the most transformational impacts within and even beyond their organisation. We hope you will take this opportunity to show-case your achievements and apply for The Peter Critten Award.

