



## 2025 Greater Austin Business Awards Judging Rubric

As you read through the questions evaluate responses on whether the brand, program, initiative, culture, technology, etc. has been fully developed with measurable outcomes, is in a fledgling stage of development, or somewhere in between.

We suggest reading all the nominations first, then going back and judging them once you have a better feel for what other businesses are doing in the same space.

Use the rubric to help you assign a numerical value to each question. The top score for each question is 5 for a cumulative top score of 15.

This rubric applies to the following award categories: Company Culture, Customer Experience, Employee Health & Wellness, Small Business Excellence, Best Place for Working Parents, American Heart Association Nation of Lifesavers Award, Technology Innovation, Transportation Champion, Environmental Champion, Environmental Champion, and Nonprofit Impact

<b>Question 1</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Identified Program/Project Goals/outcomes</b>	Has clear goals, specific outcomes, ability to adjust	Has some goals, may have a few measurements but still not fully connected to company departments	Program does not have identified goals or outcomes	
<b>Question 2</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Tools for meeting and measuring those goals</b>	Systems and tools to deliver program components	Few tools developed, some company divisions missing the tools needed to meet goals.	No identified tools for delivering program components	
<b>Question 3</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	



## AUSTIN CHAMBER

<b>Ability to measure evaluate and adjust as needed</b>	Metrics, measurements, and analytics that can demonstrate outcomes	Some systems are in place to track impacts but still in need of ability to provide analytics	Unable to demonstrate impacts	
<b>Total Score (Max 15)</b>				

## 2025 Consumer Product Award Judging Rubric

As you read through the questions evaluate responses on whether the brand, program, initiative, culture, technology, etc. has been fully developed with measurable outcomes, is in a fledgling stage of development, or somewhere in between.

We suggest reading all the nominations first, then going back and judging them once you have a better feel for what other businesses are doing in the same space.

Use the rubric to help you assign a numerical value to each question. The top score for each question is 5 for a cumulative top score of 15.

This rubric applies to the following award categories: Consumer Product.

<b>Question 1</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Product innovation</b>	Has a new or unique product that meet customers' needs in a novel way	Has a new or unique product that meet customers' needs	Does not yet have a new or unique product that meet customers' needs	
<b>Question 2</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	



# AUSTIN CHAMBER

<b>Product differentiation</b>	Company has a unique and strong competitive advantage in their market	Company has a competitive advantage in their market	Company does not yet have a competitive advantage in their market	
<b>Question 3</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Ability to measure evaluate and adjust as needed</b>	Metrics, measurements, and analytics that can demonstrate outcomes	Some systems are in place to track impacts but still in need of ability to provide analytics	Unable to demonstrate impacts	
<b>Total Score (Max 15)</b>				

## 2025 Entrepreneurial Vision Award Judging Rubric

As you read through the questions evaluate responses on whether the leadership is exceptional, effective or still emerging.

We suggest reading all the nominations first, then going back and judging them once you have a better feel for what other leaders are doing in the same space.

Use the rubric to help you assign a numerical value to each question. The top score for each question is 5 for a cumulative top score of 15.

This rubric applies to the following award categories: Entrepreneurial Vision

<b>Question 1</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Clearly Articulated Vision and Commitment</b>				
	Has clearly articulated a vision for the company, and has measurable team commitment	Has articulated a clear vision for the company and practices are leading in that direction	Has not been able to articulate clear vision for the company	
<b>Question 2</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	



## AUSTIN CHAMBER

<b>Ability to carry out vision, attract and inspiring talent</b>	Identified clear vision, ability to attract and inspire talent	Identified some vision and ability to attract talent	Has not been able to articulate vision and grow talent	
<b>Question 3</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Top accomplishments and measurement for success</b>	Clearly recognized for growing the company in the last 12 months with measurement of success	Somewhat recognized for growing the company in the last 12 months	Not yet recognized for moving the company forward in the last 12 months	
<b>Total Score (Max 15)</b>				

## 2025 Uniquely Austin Greater Austin Business Awards Judging Rubric

As you read through the questions evaluate responses on whether the brand, program, initiative, culture, technology, etc. has been fully developed with measurable outcomes, is in a fledgling stage of development, or somewhere in between.

We suggest reading all the nominations first, then going back and judging them once you have a better feel for what other businesses are doing in the same space.

Use the rubric to help you assign a numerical value to each question. The top score for each question is 5 for a cumulative top score of 15.

This rubric applies to the following award categories: Uniquely Austin

<b>Question 1</b>	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
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# AUSTIN CHAMBER

<b>Identified unique brand loyalty</b>	Has strong story on why the brand expresses Austin's unique loyalty	Has story on brand loyalty	Story does not have identified brand loyalty	
<b>Question 2</b>				
<b>Company product or service embraces the Austin culture</b>	<b>Exceptional</b> Can strongly show how products or service embrace Austin's uniqueness	<b>Effective</b> Can show evidence on how products or service embrace Austin's uniqueness	<b>Emerging</b> No identified evidence that Austin embraces the company's uniqueness	
<b>Question 3</b>				
<b>Best uniquely Austin description</b>	<b>Exceptional</b> Shows strong examples on how the company is truly embracing Austin's uniqueness	<b>Effective</b> Show some evidence on how the company embraces Austin's uniqueness	<b>Emerging</b> Unable to demonstrate how the company embraces Austin's uniqueness	
<b>Total Score (Max 15)</b>				

## 2025 Austin Executive Leader of the Year Business Awards Judging Rubric

As you read through the questions evaluate responses on whether the leadership is exceptional, effective or still emerging.

We suggest reading all the nominations first, then going back and judging them once you have a better feel for what other leaders are doing in the same space.

Use the rubric to help you assign a numerical value to each question. The top score for each question is 5 for a cumulative top score of 15.

This rubric applies to the following award categories: Austin CEO/ Site Leader.



<b>Question 1</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Clearly Articulated Vision and Commitment</b>	Has clearly articulated a vision for the company, and has measurable team commitment	Has articulated a clear vision for the company and practices are leading in that direction	Has not been able to articulate clear vision for the company	
<b>Question 2</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Embrace diversity and inclusion</b>	Identified clear diversity and inclusion accomplishments in company operations	Identified some diversity and inclusion in company operations	Has not been able to articulate clear goals for diversity and inclusion	
<b>Question 3</b>				
	<b>Exceptional</b>	<b>Effective</b>	<b>Emerging</b>	
<b>Top accomplishments and recognition</b>	Clearly recognized for moving the company forward in the last 12 months	Somewhat recognized for moving the company forward in the last 12 months	Not yet recognized for moving the company forward in the last 12 months	
<b>Total Score (Max 15)</b>				