



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

Question 1				
	Exceptional	Effective	Emerging	
Identified Program/Project Goals/outcomes	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	
Question 2				
	Exceptional	Effective	Emerging	
Tools for meeting and measuring those goals	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	
Question 3				
	Exceptional	Effective	Emerging	



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Ability to measure evaluate and adjust as needed	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	
Total Score (Max 15)				

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.

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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.

Question 1				
	Exceptional	Effective	Emerging	
Product innovation	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	
Question 2				
	Exceptional	Effective	Emerging	



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Product differentiation	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	
Question 3				
	Exceptional	Effective	Emerging	
Ability to measure evaluate and adjust as needed	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	
Total Score (Max 15)				

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

Question 1				
	Exceptional	Effective	Emerging	
Clearly Articulated Vision and Commitment	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	
Question 2				
	Exceptional	Effective	Emerging	



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Ability to carry out vision, attract and inspiring talent	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	
Question 3				
	Exceptional	Effective	Emerging	
Top accomplishments and measurement for success	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	
Total Score (Max 15)				

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

Question 1				
	Exceptional	Effective	Emerging	



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

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.



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Question 1				
	Exceptional	Effective	Emerging	
Clearly Articulated Vision and Commitment	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	
Question 2				
	Exceptional	Effective	Emerging	
Embrace diversity and inclusion	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	
Question 3				
	Exceptional	Effective	Emerging	
Top accomplishments and recognition	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	
Total Score (Max 15)				