

Application Guidelines

The WeQual Awards, The Americas 2023

What are the WeQual Awards?

The WeQual Awards are designed to tackle the slow progress in appointing women to Group Executive Committee roles by identifying and celebrating world-class women with the leadership traits for C-suite positions.

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PREVIEW ASSESSMENT QUESTIONS

1. Provide an example of your leadership approach when deciding priorities and setting direction in the face of competing demands.
2. Provide an example of taking responsibility for creating and developing a strategic response to address a complex problem.
3. Provide a recent example of delivering a key objective through others.
4. Provide an example where you overcame considerable setbacks to achieve a desired outcome.
5. Describe an instance where your integrity was challenged.
6. How does your approach to personal development impact your leadership effectiveness?
7. Provide a recent example of where you have actively championed or supported those who are under-represented.
8. What is your proudest business achievement? How did your deep knowledge of the business enable you to drive results?

TOP TIPS

- Ensure you make full use of the 250-word limit for each answer. The text under each question are a guide as to what to include to achieve the highest marks.
- Presenting strong and clear evidence in your answers will achieve higher scores. Highlight your results and your impact.
- The questions refer to your career as a whole and your professional learnings, rather than just your current position.
- Set aside time to answer the questions, they are designed to be deeply reflective and it will be worth it. You can save your answers as you go.
- It may help to type up your answers in MS Word or equivalent before copying them over to the application. You can then easily adapt to the word count and check for spelling and grammar errors. Ensure your auto-save is on.
- Be clear, open, reflective and honest. We are interested in you, your motivations, and what you've learned, as well as your results.

E: awards@wequal.com | W: wequal.com

Driving gender parity at the top of the world's largest companies