

# Your questions answered



## What is the LDC Top 50?

The LDC Top 50 Most Ambitious Business Leaders – supported by The Telegraph – is an annual programme that aims to find and celebrate the UK's most ambitious business leaders who inspire success. It's designed to shine a light on the leaders of UK medium sized businesses – the unsung heroes of the British economy.

## What's the deadline for the Top 50 2020?

The deadline for this year's nominations is 30th April 2020.

## My business didn't grow in its last full financial year, but is growing the current financial year – can I still enter?

Yes. The requirement is that the business is experiencing year on year growth at the time of entering.

## My business isn't UK based – can I still enter?

Sorry, this is part of the eligibility criteria.

## My business is a UK based subsidiary of an overseas parent company – can I still enter?

Yes, as long as the subsidiary business is registered in the UK and files accounts here.

## My business is a listed company – can I still enter?

Sorry, we're looking for candidates running privately-owned companies.

## I'm in the leadership team but not the CEO or MD – can I still enter?

Sorry, we're looking for nominations from the person ultimately leading the organisation.

## I'm in a joint-leadership role - can we both enter?

Yes, we will consider entries from candidates in joint leadership roles, either individually or jointly.

## I'm nominating someone else – when do they find out that they've been nominated?

Candidates nominated by a third party will be contacted by our team after a nomination is made to ensure they're happy to participate.

## I don't want the person I'm nominating to know their nomination is from me – is this possible?

No. I'm afraid due to data regulations we need to be able to confirm who has submitted the nomination.

## What if I'm nominating someone else but can't provide some of the information?

We only request very basic financial information on the company and candidate so hopefully this won't be an issue.

## What criteria are the judges looking for?

Judges will be looking for individuals with a clear vision for their business, a deliverable plan for achieving their goals and evidence of a successful track record to date.

For guidance, your nomination may want to include detail on the vision, evidence of plans to support is and information on the candidate's successes to date. We'd also like to hear about any international presence that the business has and anything that demonstrates the company's efforts to make a difference, for example in social purpose or sustainability.

### **Can I include supporting materials?**

We've deliberately kept the nomination process simple. You can volunteer additional supporting materials if you're shortlisted to help with the profile article we'll produce.

### **Do you need photography?**

We will contact you requesting photography if you're shortlisted.

### **Do you need a copy of our accounts?**

We do request basic financial information on the company as part of the nomination process. This can be provided in writing or by submitting the relevant accounts alongside your nomination. You can of course provide proforma trading figures to evidence growth if your last set of accounts show a decline in sales.

### **What is the shortlisting process?**

We will review all candidates based on the strength of their nomination and a desktop review of the business in question to ensure it meets the eligibility criteria.

### **Why do you want to come and visit me during the nomination process and what do I need to prepare?**

Shortlisted candidates may be contacted to ask if they'd be happy for us to meet them during the nomination process. This will help our team build up an accurate picture of the candidate and explore their role, success and business. It's a short, informal meeting and no preparation is required. This is not compulsory, so you don't have to accept a visit if you'd rather not.

### **What happens next?**

Once nominations have closed, successful candidates will be contacted to confirm their place in the Top 50. You will then be interviewed by an experienced journalist for a profile article to appear in The Telegraph newspaper and online on the Top 50 website. Exact timescales for the 2020 programme will be announced shortly.

### **Are people ranked?**

No, this is a listing not a ranking, and names will appear alphabetically.

### **Do I get the chance to approve my profile article?**

The article will be based on information you have provided about you and your business, will be positive in nature and will be prepared by an experienced and well-respected journalist. After the interview, we will provide copy for fact checking only. With 50 articles to produce we don't have sufficient time to make stylistic amends, but all candidates will be given 24 hours to advise on any factual inaccuracies.

### **How is the winner chosen?**

A panel of judges will review the 50 candidates in the list to determine who deserves to be awarded the most ambitious title. There is no interview required for this.

### **If I'm chosen, will I be told in advance?**

The winner will be announced at a celebratory networking event in London. Exact timescales for the 2020 programme will be announced shortly.

### **Is it possible to get a deadline extension?**

The deadline for 2020 nominations will be 30th April 2020. If you need more time, please contact the team at [Top50@ldc.co.uk](mailto:Top50@ldc.co.uk) and we'll consider your request.

### **What if my question isn't answered here?**

Please contact the team at [Top50@ldc.co.uk](mailto:Top50@ldc.co.uk) and we'll get back to you as soon as we can.