



PUBLIC SERVICE  
AWARD OF  
*Excellence*

## ROLE OF THE COACHES

The Public Service Award of Excellence is a peer-nominated award offered by the Clerk of the Executive Council to recognize individual and team excellence within departments and central agencies of government. While recipients are selected for their overall achievement, areas of excellence have been identified to help focus the nomination process. They are: service delivery excellence; leadership; innovation and relationship building.

### Who are Coaches?

Coaches are informed representatives of the Award of Excellence in departments and central agencies and are facilitators for the nomination process. They help promote the Award of Excellence throughout their department, including in the regions. Coaches are a visible contact and source of information for employees about the award. Coaches support and assist nominators so they can compile the best possible nominations.

### Why are Coaches Needed?

Success in generating and preparing nominations requires coaches throughout government who:

- promote the award among employee groups;
- encourage employees to nominate individuals or teams for the award; and
- advise nominators in completing the nomination form.

### Coaches DO:

- Promote the award;
- Encourage nominations;
- Act as a contact and resource person for the award;
- Assist in the completion of a nomination form;
- Provide encouragement, advice, context;
- Explain the steps of the nomination process; and
- Ensure that the process is understood and followed.

### Coaches DO NOT:

- Write nominations; this is the role of the nominator; or
- Judge the merit of an achievement; this is the role of the Selection Committee.

### How can Coaches be reached?

A list of coaches in each government department and central agency is available at [www.gov.nl.ca/excellence](http://www.gov.nl.ca/excellence)

### What tools must a coach have?

- Enthusiasm and interest to encourage nominations;
- An award information package containing answers to basic questions; and
- Promotional materials.

### Contact Information:

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Public Service Award of Excellence

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