

OPEN TO WILL WRITERS, TRUST, ESTATE PLANNING AND PROBATE PRACTITIONERS AND SOLICITORS

## Pioneers of the Year

This award recognises the **law firm or will writing organisation** that can demonstrate how a new innovative project or product (for example, business process and/or product or service) has positively impacted on the ability of the organisation to deliver their service. This may be a procedural improvement, implementation of technology or an innovation that can demonstrate an improvement to the customer journey.

The winning submission will demonstrate how the organisation has taken the area of Wills and Probate forward.

### Criteria

The winner of this award will:

- describe the innovation and/or transformation
- explain how the innovation has transformed a key element of a company's culture or performance with firm-wide adoption and "buy-in."
- explore how the firm has broken new ground and delivered genuine innovation
- provide an evidence-based assessment of how the innovation has enabled a better working environment for their clients and/or the customer journey
- outline what plans there are to iterate and improve the innovation/transformation further