

# EFQM Why not?



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# EFQM: European excellence as a model

**EFQM**   
Shares what works.

  
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**We all are looking for..**



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# What is excellence?

Excellence is a talent or quality which is unusually good and so surpasses ordinary standards.

# How to measure Excellence?





# We do use metrics to assess our work, don't we?



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## METRICS THAT MATTER



### FREQUENCY

How many times your ad has been delivered to the average Facebook user in your target audience.

### EXPOSURE RATE

The percentage of the entire target audience your brand is actually reaching and exposing to your message.



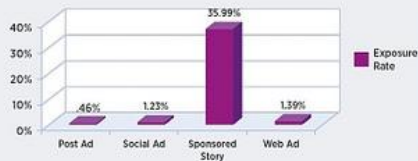
The Higher Your Exposure Rate, the Better your Conversion Rate

## 2.7x LIFT IN CVR

for ads with Exposure Rate above 75% vs. ads with Exposure Rate below 25%



Sponsored Stories Most Effective Ad Type for Unique Brand Reach



Precise Interest Targeting Leads to Highest Exposure Rates



Frequency Under 6 Delivers Highest Click-through-Rate and Conversion Rate

CTR DECREASES **39%** AFTER **6TH** AD IMPRESSION

CVR DECREASES **75%** AFTER **6TH** AD IMPRESSION



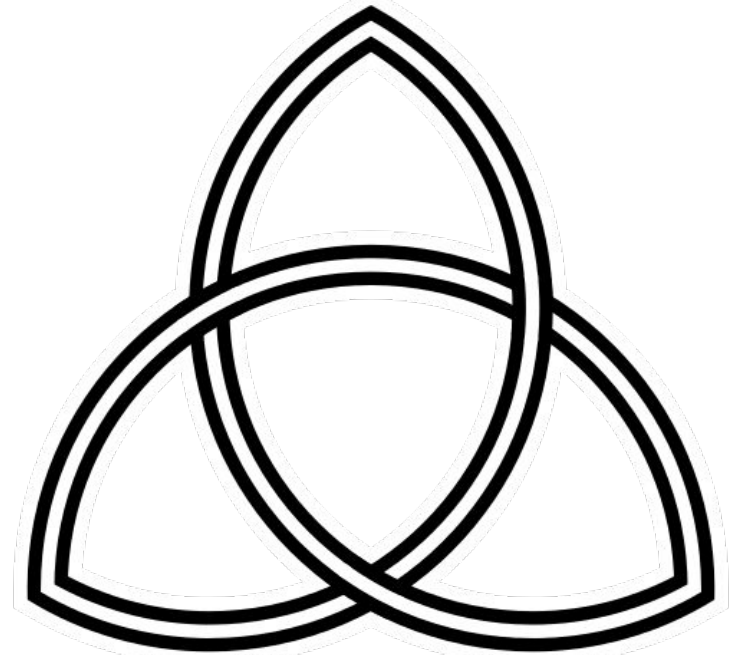
Bidding Above the Facebook Maximum Recommended CPC Drives Up Exposure Rate and Drives Down Frequency

Por Jmorgan (WMF) [CC BY-SA 3.0]

# What is EFQM model?

It has three parts:

1. 8 Core values
2. 9 criteria
3. RADAR logic

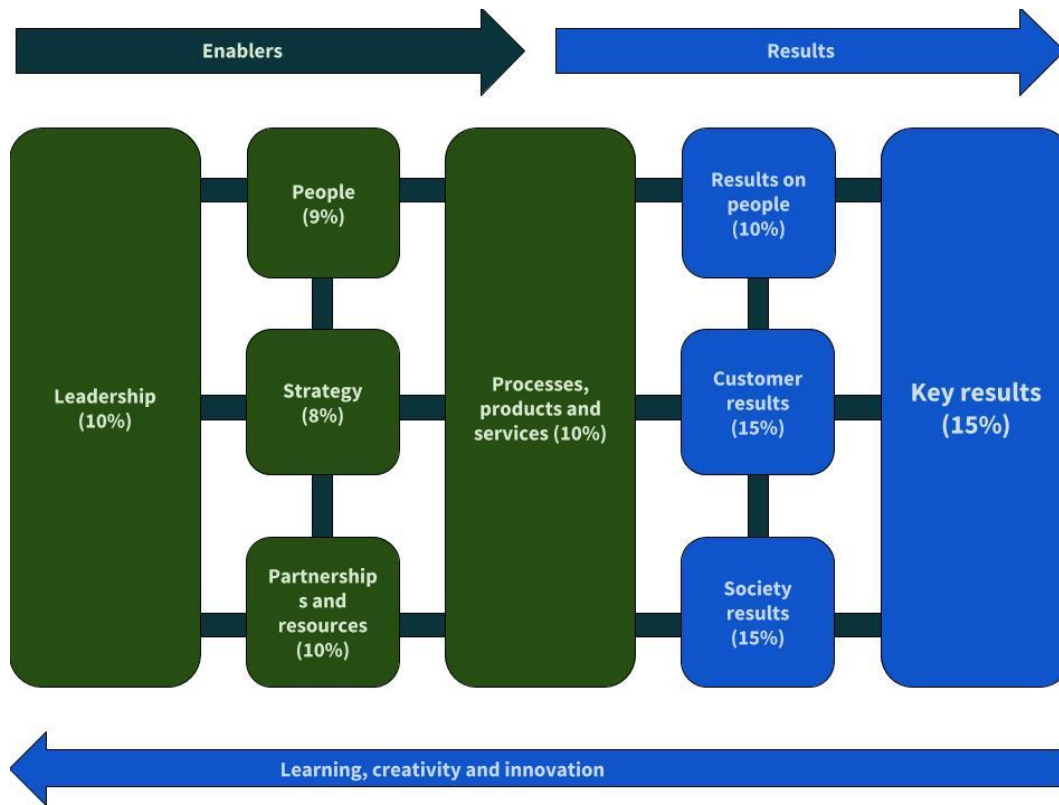


# Core values

- Adding value for customers
- Creating a sustainable future
- Developing organisational capability
- Harnessing creativity and innovation
- Leading with vision, inspiration and integrity
- Managing with agility
- Succeeding through the talent of people
- Sustaining outstanding results

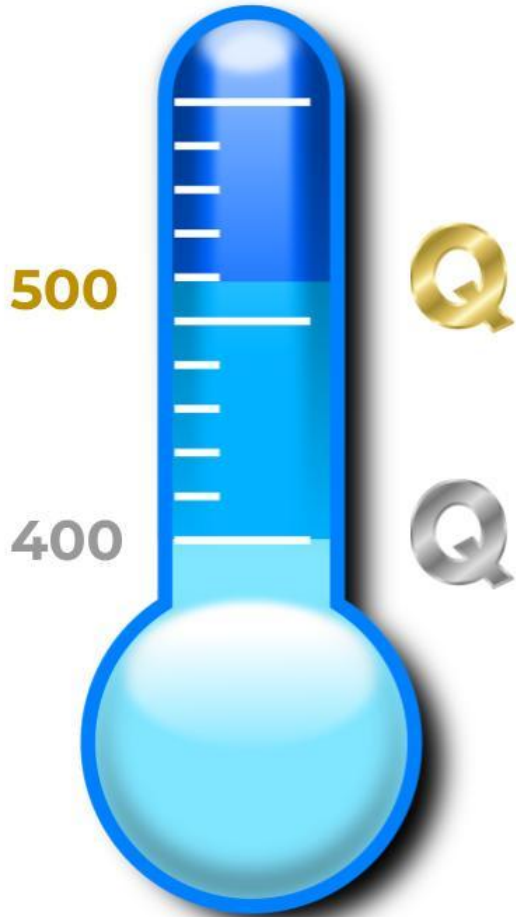


# Criteria



# Radar logic

- Determine the **R**esults aimed at as part of the strategy
- Plan and develop a set of **A**pproaches to deliver the required results now and in the future
- **D**eploy the approaches in a systematic way to ensure implementation
- **A**ssess and **R**efine the deployed approaches based on monitoring and analysis of the results achieved and ongoing learning



# Score

Questionnaires/check lists that give you a general score for your whole organization

GRACIAS  
THANK YOU  
MERCI  
GRAZIE...



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