

# Marcos E. J. Bertin Quality in Governance Medal

Recognizing Contributions Establishing Excellence in Corporate Governance

## Purpose and History

The International Academy for Quality (IAQ) Marcos E. J. Bertin Quality in Governance Medal recognizes exceptional contributions to the practice or development of sound principles of good governance based on application of quality-related principals and methods. This Award honors IAQ Past-Chairman and Honorary Member Dr. Marcos E. J. Bertin for his sustained contributions in the field of corporate governance and his promotion of the application of quality-related ideas throughout the world for which he received the IAQ Founders Medal. Dr. Bertin was a two-term President of the Academy. He lead the six-year long IAQ project on corporate governance and co-edited a respected book published on this subject by the Academy and he has been one of the most frequent contributors on topics of quality and corporate governance at conferences around the world before the subject became a popular topic for management attention.

Dr. Bertin is also one of the most respected quality leaders in the world as evidenced by his international awards and honors. The American Society for Quality has bestowed on him the Distinguished Service Medal, the Lancaster Award, and has named him Honorary Member. The French Quality Society awarded Dr. Bertin the Georges Borel Medal for his promotion of quality in Europe (this medal is now awarded by the European Organization for Quality). In Argentina, he is a founder and an Honorary Member of the Institute for Quality and Excellence (IPACE). He is widely recognized as one of South America's leading promoters of the cause of quality as noted by his receipt of the Medal of Merit from Programa Gaúcho da Qualidade e Produtividade in Brazil.

## Eligibility for the Award

The Bertin Medal is awarded for sustained service and contribution in one of two capacities or roles.

**Executive role model in a corporate environment.** In this first category, an individual will have demonstrated excellence in their contribution through the successful practice of governance principles as an executive role model in a corporate environment, typically as the Chairman, chief officer of the organization (Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, etc.), or in a parallel position in either commercial or public sector organizations (for any application including education, government, and healthcare).

**Sustained personal contribution.** In this second category, a nominee will have distinguished themselves through their sustained personal contribution to the extension and promotion of quality methods as a sound foundation for the practice of good governance. In this case, the contributions will be judged based on sustained contributions (greater than a five-year period) for development

and application of the methods of quality to the field of corporate governance. Membership in the Academy is not a criterion for this award.

## Description of the Award

The Award consists of a testimonial certificate citing the noteworthy contribution of the individual and a gold medal. The Award will be presented at a suitable venue as agreed between the IAQ President and the recipient of the award.

## Criteria for selection

### Executive role model in a corporate environment

1. For being selected, an individual will have demonstrated excellence in his/her contribution through the successful practice of governance principles as an executive role model in a corporate environment.
2. The governance principles will be those mentioned in the IAQ BOARD OF DIRECTORS EVALUATION MODEL. **Nominee will have distinguished contribution in the adoption of the following by the Company:**
  - 2.1. Definition and full deployment of the company's Mission and Principles. Mainly assuring strategic guidance of the company and the effective monitoring of management.
  - 2.2. Adoption of a consistent and mixed Board structure. Mainly by promoting clear roles, adequate size, independent directors and use of committees to ensure effectiveness.
  - 2.3. Board operating procedures. Mainly by establishing processes, procedures and instructions to guide risk management, participation, value added, training, meetings, compensation, and self-assessment of the Board, of every Committee and of each Director.
  - 2.4. Board & Management. Mainly by helping define and implement CEO and senior management roles, assessment and compensation, succession planning and risk management.
  - 2.5. Board & Shareholders. Mainly by ensuring compliance with basic shareholder rights.
  - 2.6. Board contribution. By installing systems to generate successful critical strategies, and to monitor and evaluate key performance indicators.
3. A nominee will be judged based on sustained contributions (greater than a five-year period) for development and application of the methods of quality to the field of corporate governance.
4. A wide international recognition by prestigious Governance Organizations is required.

5. Membership in the Academy is not a criterion for this award.

### **Sustained personal contribution**

- 1. A nominee will have distinguished themselves through their sustained personal contribution to the extension and promotion of quality methods as a sound foundation for the practice of good governance.**
2. Previously mentioned quality methods should have contribution in the development and adoption of the following governance principles:
  - 2.1. Definition and full deployment of the company's Mission and Principles. Mainly assuring strategic guidance of the company and the effective monitoring of management.
  - 2.2. Adoption of a consistent and mixed Board structure. Mainly by promoting clear roles, adequate size, independent directors and use of committees to ensure effectiveness.
  - 2.3. Board operating procedures. Mainly by establishing processes, procedures and instructions to guide risk management, participation, value added, training, meetings, compensation and self-assessment of the Board, of every Committee and of each Director.
  - 2.4. Board & Management. Mainly by helping define and implement CEO and senior management roles, assessment and compensation, succession planning and risk management.
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