



## Public Sector Excellence

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### Category Description

This award recognizes public sector leaders – across federal, state, local, and international government organizations – who have leveraged TBM to optimize mission delivery, maximize stakeholder impacts, and enhance operational excellence. It recognizes organizations that have leveraged TBM to improve IT cost transparency, enhance public services, and optimize taxpayer-funded technology investments.

Submissions should focus on how TBM has been used to increase financial accountability, improve IT resource allocation, and drive more efficient technology decision-making that directly supports mission-critical outcomes. This category is exclusive to government entities and recognizes those that have successfully implemented TBM despite the unique regulatory, budgetary, and governance challenges of public sector environments.

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### Application Questions

1. What financial, operational, or transparency challenges did your government organization face before implementing TBM?
  2. What specific actions did your government organization take, using TBM, to address each challenge?
  3. What was the outcome of these actions?
  4. How will your TBM practice evolve over the next 12 months to further support mission outcomes?
  5. What technical modifications or enhancements were made to your TBM model to support public sector financial transparency, budget management, or regulatory compliance?
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### Question #1 Guidance & Scoring Criteria

*What financial, operational, or transparency challenges did your government organization face before implementing TBM?*

**Expert Guidance:** Clearly list and describe each distinct challenge your organization faced with related to public sector financial transparency, budget constraints, regulatory compliance, IT investment governance, or other TBM-related topics. These may include difficulty aligning IT budgets with legislative mandates, lack of visibility into taxpayer-funded technology expenditures, challenges in justifying IT costs to oversight bodies, inefficiencies in procurement processes, or an inability to track IT spending across multiple agencies or departments.

Consider also challenges in achieving effective mission delivery and maximizing stakeholder impact. Avoid broad statements – ensure each challenge is well-defined and unique to the government or public sector.



### Judging Criteria

- **Exceptional:** Clearly defined actions that directly map to each challenge listed, demonstrating structured execution and strategic alignment. The response includes a detailed explanation of how TBM principles were applied, highlights innovative or best-practice approaches, and provides evidence of stakeholder engagement and execution effectiveness.
- **Strong:** Well-defined actions with a clear link to challenges but may lack some depth in execution details or innovation. Direct mapping to challenges is present but could be more thoroughly articulated.
- **Moderate:** Actions are mentioned, but they are loosely connected to TBM principles, lack execution detail, or are not well justified. Limited evidence of actions being directly mapped to challenges.
- **Weak:** No clear actions described; vague, missing, or weakly justified response. No clear link between actions and challenges.

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### Question #2 Guidance & Scoring Criteria

*What specific actions did your government organization take, using TBM, to address each challenge?*

**Expert Guidance:** For each challenge listed above, describe the specific actions taken to resolve it, ensuring that every action is directly linked to a challenge. Responses should focus on how TBM was applied to improve budget oversight, ensure cost transparency, enhance IT financial governance, or streamline government service delivery.

Additionally, explain how TBM was used to align IT investments with mission objectives and maximize stakeholder impact. Avoid general statements – clearly explaining how each action was executed, what TBM tools or methodologies were used, and how these actions contributed to improving government IT financial management.

### Judging Criteria

- **Exceptional:** Clearly defined actions that directly map to each challenge listed, demonstrating structured execution and strategic alignment. The response includes a detailed explanation of how TBM principles were applied, highlights innovative or best-practice approaches, and provides evidence of stakeholder engagement and execution effectiveness.
- **Strong:** Well-defined actions with a clear link to challenges but may lack some depth in execution details or innovation. Direct mapping to challenges is present but could be more thoroughly articulated.
- **Moderate:** Actions are mentioned, but they are loosely connected to TBM principles, lack execution detail, or are not well justified. Limited evidence of actions being directly mapped to challenges.
- **Weak:** No clear actions described; vague, missing, or weakly justified response. No clear link between actions and challenges.



### Question #3 Guidance & Scoring Criteria

*What was the outcome of these actions?*

**Expert Guidance:** Describe the outcome that resulted from each action taken. Clearly link each outcome to the challenge it addressed to show direct cause-and-effect. Outcomes may include expected or unexpected results, improved IT financial oversight, greater compliance with government mandates, enhanced transparency for taxpayer-funded IT initiatives, more efficient public service delivery, or increased stakeholder trust in IT spending.

Additionally, outcomes may include improved mission delivery and enhanced operational excellence across government functions. If quantitative data is available, such as budget savings, improvements in financial reporting accuracy, cost reductions through procurement optimization, or reductions in IT spending waste, include it, but this is not required. If the outcome was different from what was anticipated, explain why and how the organization adapted or learned from it.

Avoid broad success statements – each outcome should be clearly tied to an action taken and should reflect real impacts, whether they were positive, negative, or a learning experience.

#### Judging Criteria

- **Exceptional:** Clearly articulated outcomes that directly tie to both the challenges and actions taken, demonstrating a structured approach with strong evidence, including quantitative data where applicable. The response provides compelling examples of measurable improvements in financial oversight, service efficiency, or regulatory compliance, with clear public sector impact.
- **Strong:** Good outcomes described with reasonable depth and some evidence of business impact but may lack comprehensive quantitative metrics or detailed cause-and-effect linkage. Direct mapping between challenges, actions, and outcomes is present but could be stronger.
- **Moderate:** Some outcomes mentioned, but they are general, anecdotal, or weakly connected to TBM practices. The response may lack clear public value demonstration. Direct mapping between challenges, actions, and outcomes is weak or inconsistent.
- **Weak:** No clear outcomes presented; vague or unsupported success claims, with little to no measurable impact. No discernible link between challenges, actions, and outcomes.



## Question #4 Guidance & Scoring Criteria

*How will your TBM practice evolve over the next 12 months to further support mission outcomes?*

**Expert Guidance:** Describe the priorities your organization has identified for the coming year as your TBM practice continues to mature. Focus on the new capabilities, use cases, or outcomes you plan to pursue to further strengthen mission delivery, stakeholder impact, and operational excellence.

Your response should clearly build on the successes and lessons learned from your current TBM implementation. This may include expanding the scope of your TBM model, improving governance and transparency, enhancing cross-agency collaboration, strengthening data quality, or applying TBM insights to new decision areas such as program prioritization, capital planning, or service optimization.

Be specific about what you plan to develop over the next 12 months, why these areas are important to your mission, and how TBM will continue to enable more informed, accountable, and outcome-driven decision-making across your organization.

### Judging Criteria

- **Exceptional:** The response presents a clear and well-defined roadmap for advancing the TBM practice over the next 12 months. Plans are directly informed by prior successes and demonstrate strong alignment to mission objectives, stakeholder needs, and public sector governance priorities.
- **Strong:** The response outlines logical next steps for evolving the TBM practice, with reasonable clarity and relevance to mission delivery. Future plans connect to current efforts but may lack depth, prioritization, or strong linkage to measurable outcomes.
- **Moderate:** Future plans are mentioned but remain high-level or loosely defined. The connection between current TBM achievements and planned next steps is weak, with limited detail on how capabilities will expand to support mission objectives.
- **Weak:** The response provides little insight into future direction. It focuses primarily on past achievements or treats the current implementation as complete, with minimal evidence of a forward-looking TBM strategy.



## Question #5 Guidance & Scoring Criteria

*What technical modifications or enhancements were made to your TBM model to support public sector financial transparency, budget management, or regulatory compliance?*

**Expert Guidance:** Describe any technical modifications, enhancements, or refinements made to your TBM model that directly supported government IT financial management and transparency. This may include customization of cost models to align with government funding structures, automation of compliance reporting for regulatory audits, improvements in tracking taxpayer-funded IT projects, enhancements in cost allocation for shared services, or integration of TBM with federal/state/local budgeting tools.

Additionally, describe any modifications that enabled more effective monitoring of mission-critical IT investments and stakeholder impact. Clearly explain what modifications were made, why they were necessary, and how they helped to improve financial transparency, service efficiency, or compliance with public sector mandates. T

his question is focused solely on technical improvements to the TBM model itself – avoid general descriptions of process changes that may have been covered in previous questions. Be as specific as possible about technical execution and implementation details.

### Judging Criteria

- **Exceptional:** Well-documented technical modifications with clear examples of how they addressed public sector IT financial challenges. The response includes evidence of improvements in regulatory compliance, financial oversight, automation, or forecasting, along with demonstrable public sector impact.
- **Strong:** Clear description of technical modifications with reasonable evidence of effectiveness but may lack depth in implementation details or quantifiable public sector impact. Modifications are linked to optimization efforts but could be better detailed.
- **Moderate:** Some modifications mentioned, but they are loosely connected to TBM principles, lack execution detail, or do not demonstrate a clear improvement in government IT financial management. Weak connection between modifications and optimization goals.
- **Weak:** No clear description of how the TBM model was changed or leveraged for problem-solving; vague or missing response. No connection between modifications and public sector financial transparency optimization.