



News Article

NLC receives recognition from the Goodman Award for Excellence in Strategy

Corporate Performance Management (CPM) at the National Lotteries Commission (NLC) applied for the 2026 cycle of the Goodman Award for Excellence in Strategy (GAES). GAES is run and overseen by the International Association for Strategy Professionals (IASP), a non-profit organisation based in Michigan, United States of America. After careful review, the GAES Committee concluded that NLC's application holds enough merit for it to be recognised by the Committee with an Honorable Mention for both Strategy Formulation and Strategic Transformation. This dual recognition speaks to the quality and merit of NLC's practices in designing a research-driven strategy and executing a remarkable organisational turnaround.

According to GAES Committee, the Commission's submission demonstrated a compelling strategy formulation approach, anchored by the shift to a Research-Based Funding model grounded in socio-economic analysis. "The use of Futures Triangle and Scenario Planning methodologies, combined with the National Indaba as a co-creation forum, reflects genuine innovation in participatory strategy design. Alignment with national development priorities further demonstrates disciplined integration."

With respect to strategic transformation, the Committee was impressed by the structured Three-Horizon Roadmap showcasing a successful digital transformation. The online grant management portal represents a genuine leap forward in digitising the grant lifecycle, while the Reparative Measures Program demonstrates strategic maturity in addressing legacy challenges. The achievement of an Unqualified Audit Opinion for the 2024/2025 audited financial statements and significant improvements in expenditure management are tangible indicators of successful transformation.

The GAES Committee commended NLC for tangible gains achieved through the organisation's execution efforts. Future applications could further demonstrate strategic foresight by addressing how continuous improvement is sustained beyond the current digitisation lifecycle. "The Three-Horizon Roadmap provides a strong structural foundation, but clearer evidence of how the organisation captures learning, iterates on strategic priorities, and maintains momentum beyond the current cycle would strengthen an already compelling narrative," said the chairman of the Goodman Award for Excellence in Strategy, Dr. Ahmed Samy in a letter addressed to the NLC dated 17 May 2026.

The Committee sees significant potential in the NLC's strategic practices and remarked that achievements in Strategy Formulation and Strategic Transformation provide a strong foundation and encouraged the Commission to continue deepening the integration of execution, engagement and governance to ensure that all dimensions of excellence in strategy are equally impressive.

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