GEEF-1.0 / VERSION 1.0

Great Entity Excellence Framework

Organizational performance and service quality

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Assessment and certification standards.

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Use this document with its stated edition. Applications and enquiries: contact@greatentity.com. Certificate verification: verify@greatentity.com. Certification follows an assessment and an authorized decision.

The Excellence Framework

GEEF 1.0 · A complete assessment model for organizational performance and service quality.

Purpose and application

The Great Entity Excellence Framework (GEEF) 1.0 defines 20 criteria across five dimensions. It applies to a clearly bounded organizational scope using one or more of ten category modules. It assesses organizational practice and results; it does not replace statutory licensing, product certification, academic accreditation, or specialist technical assurance.

Framework architecture

Each dimension carries 200 points. Its four criteria carry 50 points each, for a maximum of 1,000 points. Every criterion is assessed against approach, implementation, results, and learning. Category modules define context-specific evidence and mandatory coverage without adding points or changing the common weights.

Recognition requirements

Certification requires at least 800 points overall, at least 120 points in each dimension, sufficient evidence, and closure of every critical or major finding. Meeting a numerical threshold does not override a failed mandatory gate. The decision must be independently reviewed and signed by an authorized decision maker.

Document set

This edition includes the 20 criteria, rating rubric, evidence protocol, stakeholder-feedback protocol, ten category modules, assessment procedure, certification lifecycle, assessor requirements, impartiality rules, complaints and appeals, and mark-use rules. The full consolidated handbook is available below.

Document control

GEEF 1.0 is the current published edition, dated 24 October 2026. Each assessment and certificate identifies the edition used. Changes are recorded in the framework's version history.

Core Assessment Dimensions

Five dimensions. Twenty criteria. A 1,000-point assessment.

Leadership & strategy · 200 points

L1 - Purpose and priorities · 50 points
Requirement: Maintain a documented purpose, stakeholder analysis, and a strategy with measurable objectives, owners, and review dates.
Evidence: Strategy, objectives register, stakeholder map, and evidence of communication.

L2 - Accountability and oversight · 50 points
Requirement: Assign decision authority, responsibilities, and escalation routes. Record leadership reviews of performance and action ownership.
Evidence: Responsibility matrix, delegations, review minutes, and action logs.

L3 - Risk and integrity · 50 points
Requirement: Identify material operating risks, applicable obligations, conflicts of interest, and controls. Review controls when the operating context changes.
Evidence: Risk register, obligations register, conflict declarations, and control reviews.

L4 - Resources and execution · 50 points
Requirement: Translate priorities into workforce, financial, technology, and capability plans. Review execution and resolve resource gaps.
Evidence: Operating plan, resource allocation, competence records, and execution reviews.

Organizational performance · 200 points

P1 - Measure definitions and ownership · 50 points
Requirement: Define measures linked to objectives, including data source, calculation, owner, reporting frequency, and target rationale.
Evidence: Indicator dictionary, targets, approved definitions, and named data owners.

P2 - Data reliability · 50 points
Requirement: Check completeness, accuracy, traceability, and consistency of performance information; investigate significant errors.
Evidence: Source-to-report reconciliation, validation checks, exceptions, and corrections.

P3 - Results and trends · 50 points
Requirement: Evaluate performance against targets and prior periods. Explain relevant differences between services, locations, or groups.
Evidence: At least 12 months of results, trend analysis, and segmented performance reviews.

P4 - Response to performance gaps · 50 points
Requirement: Investigate material missed objectives and track actions through to an evaluation of their effect.

Evidence: Gap analysis, decisions, assigned actions, and subsequent result checks.

Service quality · 200 points

S1 - Service commitments · 50 points
Requirement: Define the services in scope, intended users, access routes, expected outcomes, and measurable service commitments.
Evidence: Service catalogue, service standards, eligibility information, and access guidance.

S2 - Consistent delivery · 50 points
Requirement: Control critical service steps, handoffs, and supplier interfaces. Monitor whether routine practice follows the defined process.
Evidence: Process maps, sampled case records, handoff controls, and supplier reviews.

S3 - Reliability and continuity · 50 points
Requirement: Monitor failures and delays, maintain proportionate continuity arrangements, and test recovery for important service interruptions.
Evidence: Incident records, maintenance plans, continuity exercises, and recovery actions.

S4 - Accessibility and resolution · 50 points
Requirement: Identify barriers to service use and provide understandable routes for support, correction, and complaint resolution.
Evidence: Accessibility reviews, assistance records, resolution times, and escalation records.

Beneficiary experience · 200 points

B1 - Stakeholder coverage · 50 points
Requirement: Identify relevant beneficiary groups and design feedback collection that includes different channels, locations, and experiences.
Evidence: Population definitions, sampling plan, inclusion checks, and invitations.

B2 - Feedback integrity · 50 points
Requirement: Collect voluntary feedback using neutral questions, protect respondent confidentiality, and identify duplicates or manipulated responses.
Evidence: Questionnaire, collection protocol, response log, and validation decisions.

B3 - Experience analysis · 50 points
Requirement: Analyze experience by relevant groups, explain limitations, and compare feedback with operational evidence and complaints.
Evidence: Survey analysis, response rates, segment comparisons, and triangulation notes.

B4 - Response and communication · 50 points
Requirement: Assign actions to important feedback themes, communicate appropriate responses, and evaluate whether experience improves.
Evidence: Feedback action register, communications, follow-up results, and management review.

Continuous improvement · 200 points

I1 - Improvement priorities · 50 points
Requirement: Use performance, risks, feedback, and assessment findings to prioritize improvements with a clear rationale.
Evidence: Improvement portfolio, selection criteria, expected benefits, and owners.

I2 - Cause analysis and action · 50 points
Requirement: Distinguish symptoms from causes and select actions proportionate to the underlying issue. Define milestones and completion evidence.
Evidence: Cause analysis, action plans, milestones, and implementation records.

I3 - Effectiveness and sustainability · 50 points
Requirement: Check whether completed actions changed the intended outcome and whether the change is maintained over time.
Evidence: Before-and-after measures, effectiveness checks, and sustained results.

I4 - Learning and transfer · 50 points
Requirement: Share relevant lessons, update working methods, and check whether learning is applied across the assessed scope.
Evidence: Lessons records, updated procedures, training evidence, and cross-site reviews.

Evidence Principles

A defined protocol for sufficient, traceable assessment evidence.

Evidence period

Use the most recent 12 complete months, ending no more than 90 days before fieldwork, plus current controls and material events through the decision date. Organizations with less than 12 months of operating evidence may use the framework for readiness assessment but do not qualify for certification under this edition.

Evidence register

Assign each item an identifier, owner, creation date, reporting period, applicable criterion, source, confidentiality classification, and assessor conclusion. Record limitations and any contradictory evidence. Retain a traceable path from finding to source without copying unnecessary personal information.

Triangulation

Use at least two independent evidence types per criterion, including one operational record or verifiable result. Interviews and policies alone are insufficient. Compare organizational records with stakeholder feedback and direct observation where relevant. Investigate contradictions before assigning the final rating.

Records sampling

For each material service process, inspect at least 10 records or all records if fewer than 10 exist, spanning at least three months within the evidence period. Include successful cases, delayed or failed cases, and complaints when present. This is a minimum screening sample, not a statistical assurance claim. Expand the sample when exceptions, risk, diversity, or inconsistent results warrant it; document the reason for stopping.

Locations and suppliers

Review central governance and every location included in the certificate scope. Remote review is permitted where the same evidence can be verified; use direct observation for activities that cannot be adequately assessed remotely. Examine outsourced activities that materially affect scoped outcomes. An unreviewed location cannot be included merely because another location performed well.

Insufficient or disputed evidence

Do not infer compliance from missing records. Record the gap, request clarification, and defer the decision if evidence remains insufficient. Treat unexplained material inconsistencies as a major finding; suspected deliberate manipulation triggers integrity investigation and blocks certification.

Handling and retention

Access is limited to authorized assessment and review roles. Record agreed storage locations and transfer methods before collecting evidence. The scheme requires a six-year decision-record retention period, subject to applicable requirements and contractual restrictions; source evidence should be minimized and disposed of when no longer needed.

Category Modules

Ten category modules with defined evidence and assessment boundaries.

How modules operate

Every engagement uses all 20 core criteria and at least one category module. The module identifies relevant outcomes, required evidence, and scope boundaries. It adds no separate score. Failure to cover a module's required evidence is an evidence gap that must be resolved before certification.

Multiple categories

For organizations operating across categories, apply each relevant module to the associated activities. Assess shared controls once, but verify results and beneficiary experience in every included activity. Issue a scope statement that identifies the category and activity boundaries.

Module interpretation

A category module adapts the meaning of a service, beneficiary, and result to the operating context. It does not waive evidence requirements or imply statutory, product, academic, safety, or cybersecurity approval. The ten category pages contain the full module requirements.