



## Tips for Submitting a Compelling Nomination

### **Business Description**

To make the nomination stand out, the description of a nominee's business should address the criteria as outlined in "How to Nominate / Apply" and:

- Include the business's mission and goals;
- Provide background information about the nominee / business;
- Indicate if the nominee has an Indigenous employment strategy.

### **Successes**

- Provide specific information about the success of the business and its achievements in the current COVID-19 environment.

### **Challenges**

- Address challenges or difficulties faced and overcome; provide statistical or historical context, if applicable.

### **Benefits**

- Outline benefits offered to employees and local community (they speak to the sustainability and community impact of the business);
- Specify if the business provides learning/training opportunities for Indigenous people.

### **Language**

- Strong nominations often use descriptive words to describe the nominees such as: leader, innovator, advocate, mentor, commitment, dedication, recognition, determination, exemplary, admired, passionate, inspirational, resourceful, persevering, resilient.

### **Presentation**

- Be concise. Keep explanation clear and to the point;
- Check spelling. Proof read all your documents before you submit them;
- Ask a friend/colleague to review documents before submitting them (they may have suggestions to make the nomination clearer or more concise).