



## **BC Achievement Indigenous Business Award**

### **Tips for Submitting a Compelling Nomination**

In order for a nomination to stand out against the others, the nominator should include evidence and clear examples of what makes the nominee (i.e., business) so exceptional and illustrate how their achievements have had a positive influence on their community and/or province.

#### **Business Description** (3000 max characters)

Start with a clear, direct and specific statement of why the nominee deserves recognition and include:

- the business' mission, vision, goals & activities
- background information about the nominee &/or business
- indicate if the nominee has an Indigenous employment strategy

You may wish to include a description of how others regard the business (e.g., recognized expert, progressive leader, innovative entrepreneur, committed to capability building for the community).

#### **Successes Past & Present** (3000 max characters)

Describe business achievements, for example: has the business grown in size and scope? Has the business won other awards? What goals have been set and achieved? Provide specific information about the success of the business and its achievements in the continuing COVID-19 environment.

- *What did the business do?* List projects and/or activities made by the business this past year that caused it to successfully pivot or adapt their business model and financial outlook
- *How did they do it?* (e.g., through initiative, leadership, teamwork, creativity and/or innovation, behaviours and/or attitudes)
- *What were the results and/or impact?*
- *What did those efforts accomplish?*

#### **Challenges of COVID-19** (3000 max characters)

Describe business challenges in the continuing COVID-19 environment: what difficulties has the business faced and overcome? How has the business pivoted, paused and thrived in this tough environment?

- Address challenges or difficulties faced and overcome
- Provide statistical or historical context, if applicable
- List future plans, if appropriate

#### **Benefits** (3000 max characters)

Describe benefits offered to employees, community, and environment.

- Outline benefits offered to youth, employees and the local community (they speak to the sustainability and community impact of the business)
- Specify if the business provides mentorship, learning or training opportunities



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### **Additional Suggestions**

- Don't just say your nominee (a business) is outstanding – prove it! It's important to use specific and concrete examples to illustrate how the nominee meets the award criteria
- Longer doesn't mean better. When describing the business, keep explanations clear and to the point while ensuring there is enough information for the jury to make their decision
- Support the nomination with your own observations as well as qualitative and quantitative facts, statistics, metrics etc.
- Provide a complete overview of the business and its accomplishments. It is important to tell the nominee's story as you would to a stranger
- Create a unique picture of the nominee; solicit information from others to strengthen the nomination
- Strong nominations often use descriptive words such as: leader, innovator, trailblazer, mentor, supporter, advocate, visionary, changemaker; resilience, perseverance, commitment, dedication, recognition, determination; exemplary, admired, motivated, passionate, inspirational, extraordinary, committed, dedicated, resourceful, tireless, resilient
- Ask a friend/colleague to review nomination content before submitting (they may have suggestions to make the nomination resonate with the jury)