

# YOUR AWARDS STRATEGY GUIDE

Research shows that businesses with a clear annual awards strategy win more awards and make approx 63% higher revenue than their competitors.

So don't miss out on the potential growth awards can bring start developing your award-winning strategy by following these three key steps:

## STEP 1

### EVALUATE YOUR PERFORMANCE

Awards cannot recognise or reward you for what you *haven't* achieved yet. They can only recognise you for what you *have* already achieved.

Start by making a note of your key achievements to date.

For example:

- **Have you grown in revenue, people, or clients over the past year or more?**
- **Have you completed an excellent client project?**
- **Have you innovated or changed something for the better?**
- **Have you created an exceptional workplace culture?**
- **Have you made a positive impact on the community?**



## STEP 2

### USE YOUR BUSINESS GOALS TO DRIVE YOUR AWARDS CHOICES

Awards have the power to shape your future, so make sure you focus on entering valuable awards that will help you meet your specific targets and objectives. Choose three key awards goals for this year, and use these to find and select which awards to enter.

The following are examples of goals you might have:

- **Raise my personal profile**
- **Grow my sales and revenue**
- **Strengthen B2B client relationships**
- **Target valuable new customers**
- **Attract new partners, sponsors and mentors**
- **Gain finance and investment**
- **Recruit, reward and retain employees**
- **Expand into new locations**
- **Create a new product or service**
- **Make a social impact**



## STEP 3

### GET IN THE RIGHT RACE

Many of the entries that *don't* win in an award, could have won if they had just entered a different category.

Understand how you stand out from competitors, and align this with your past performance and business goals to find the race you are most likely to win.

To do this, follow these key steps:

- **Understand the competition**
- **Find out who won this award last year and why**
- **Select your highest impact case studies**
- **Define your unique impact - both qualitatively and quantitatively**

Once you have completed steps 1, 2 and 3 you will have all the ingredients to build a strong Awards Strategy.

