

Writing a great business awards entry.

This is intended as a simple guide to help you craft an engaging and inspiring business awards entry. Telling *your personal story* is critical. Succinctly outlining why your business deserves an award and the facts to back it up. I hope you find the process inspirational, and that you can reconnect with and celebrate your plans, your values and your aspirations. Regardless of whether you win a placing or not the process of really getting under the hood of your business will be invaluable. Good luck and go well!

- **Use storytelling:** weave in personal or customer stories to make your entry memorable.
- **Be concise and structured:** judges read many entries – make yours easy to digest.
- **Use active, confident language:** e.g., “We achieved...not “We tried to...”

Start with a strong introduction:

- Briefly describe your business – who you are, what you do and your purpose. Set the tone confidently and clearly.

Highlight your Unique Selling Point (USP):

- Be specific: What do you offer that competitors don't?
- Focus on how it solves real problems or adds meaningful value.
- Support your USP with evidence (results, testimonials, market feedback).
- Avoid vague terms like “great service” unless you back it up with tangible proof.

Explain your Vision:

- This is your “why” and your long-term goal.
- Show how your vision guides decision making, innovation and culture.
- Link your vision to your impact – on clients, community, or your industry

Demonstrate Excellence:

- Use specific examples that show quality, impact, leadership, or innovation.
- Reference achievements like:
 - Growth metrics
 - Awards or recognition
 - Customer satisfaction scores
 - Industry firsts or breakthroughs

End with impact:

- Summarize why you're deserving of the award.
- Reinforce your values and future ambition.

Category:

To highlight your excellence in your chosen business award category, you need to focus specifically on what the judges are looking for in that category—then match your achievements, values, and outcomes to those criteria with precision and confidence.

Carefully read the award category description and judging criteria. Ask yourself:

- What does "excellence" mean in this category?
- Are they focused on innovation, growth, customer experience, leadership, sustainability, etc.?

Link Excellence to Evidence:

- For each area the judges care about, present a concrete example that proves you're not just good, you're outstanding.
- We're recognized for delivering exceptional service. In 2024, we redesigned our customer journey, reducing onboarding time by 45% and increasing client satisfaction from 82% to 96%.

Show how you're leading—not following—in your industry or niche. This can include:

- First-to-market innovations
- Industry awards or recognition
- Setting standards others now follow
- Thought leadership (e.g. speaking, publishing, mentoring)

Numbers give credibility and scale to your excellence.

Examples:

- "Increased revenue by 60% YoY"
- "Grew client base by 300%"
- "95% client retention over 3 years"
- Even qualitative measures (like client testimonials or staff feedback) help if hard data isn't available.
- Quotes from customers, partners, or industry figures who can vouch for your excellence.

"This team delivers far beyond expectations—they've helped us transform how we do business." – Client A

Wrap up with a short summary that reinforces your standout qualities in this category.

Our success in [category name] isn't accidental, it's the result of strategic vision, consistent innovation, and a team deeply committed to excellence.

To highlight your excellence over others in your field for a business award, your goal is to show *why you're not just great, but the best choice*. Judges want to see what sets you apart, not just what you do well.

Ask yourself:

- What do I do that others *don't or can't*?
- Where do I lead while others follow?
- While many in our industry offer [standard service], we are the only company in the region that integrates [unique approach], which has led to [measurable result].
- Use data, milestones, client outcomes, or market recognition to prove your excellence.

Examples:

- "We grew twice as fast as the market average in 2024."
- "We serve 60% of the top-tier clients in our sector—more than any competitor."
- "Our NPS score is 94, while the industry benchmark is 72."

Judges often reward businesses that combine excellence with impact, whether that's community, sustainability, diversity, or employee wellbeing.

Beyond the results, we've created a culture where 100% of staff feel heard and valued helping us attract and retain top talent in a competitive field