



Highland Business Women

AWARDS 2024

**APPLICATION
GUIDANCE**



Message from the President

The annual awards are an important event in the Highland Business Women (HBW) calendar to celebrate the achievements of business women across the Highlands, promote positive role models and highlight the contribution women make to the economy. They are also a great opportunity for you to promote your business or team and gain recognition for your achievements.

We appreciate the effort involved in completing the application and hope you will find the experience worthwhile.

All members of HBW may apply for the Awards provided that they fulfil the eligibility criteria, and some categories are also open to non-members. Please be aware that category 9 Women of Inspiration is by nomination only. Please read the instructions in the following pages very carefully to increase your chances of being short-listed and winning. This year there are nine award categories:

- 1. New Business of the Year – started after 31 January 2021**
Open to HBW members and non-members
- 2. NEW Category - Individual Team Contributor Excellence Award**
Open to HBW members only
- 3. NEW Category – Highland Sustainable Enterprise Award**
Open to HBW members and non-members
- 4. Business Woman of the Year – business owner/self-employed**
Open to HBW members only
- 5. Business Resilience Award**
Open to HBW members and non-members
- 6. Best Third Sector Organisation**
Open to HBW members and non-members
- 7. Team of the Year**
Open to HBW members only
- 8. Young Business Woman of the Year (aged 30 years or under)**
Open to HBW members and non-members. Must be age 30 years or under by time of Awards Ceremony.
- 9. Woman of Inspiration***
*By nomination only - open to HBW members only

The judging criteria are slightly different for each category so please study these carefully.

Finalists are considered by an independent judging panel.

The winners will be announced at our Awards Ceremony which will take place at the Drumossie Hotel, Inverness on the evening of Thursday 22nd August 2024.

If you are unsure of eligibility for nominations, please email info@hbw.scot

Good luck!
Emma Glass

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Award categories and criteria
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Application Form (Separate document)



Award Categories

New Business of the Year

This award is open to members (including corporate members) and non-members whose business has been in operation for 3 years or less i.e. started on or after 31 January 2021.

The judges will use the following criteria to assess entries:

- Originality of business idea
- Sound business model and future potential
- Promising marketing and business development strategy
- Financial performance (including summary of turnover over the trading period to date)
- Approach to tackling and overcoming early challenges and minimising risks

NEW CATEGORY – Individual Team Contributor Excellence Award

As the saying goes “Teamwork makes the dream work”. This award is open to members only (including corporate members). Self celebration and nominations welcome however please make sure the person is aware you are nominating them.

The judges will use the following criteria to assess entries:

- Demonstrating exceptional skills & dedication
- Excelling in their role and meeting or exceeding performance targets
- Someone who is delivering some of these examples: exceptional customer service, cost savings, time savings, creative ideas, maintaining high standards, and actively demonstrating by example a willingness to encourage teamwork in the workplace.
- Acted as an inspiration and a shining example of a team player to the benefit of the wider team

NEW CATEGORY – Highland Sustainable Enterprise Award

This award is open to members (including corporate members) and non members. We are looking for businesses or organisations who are displaying exceptional efforts in their sustainability agenda. They will have shown great passion, creativity, and drive in delivering on their company's sustainability efforts.

The judges will use the following criteria to assess entries:

- Outline of business and how it sets and manages its sustainability targets
- Demonstrate the impact of any measures taken
- Include savings made relating to carbon-related issues
- Demonstrate the impact of your initiative and show documented outcomes
- Outline your future “green” aspirations and how you plan to achieve them

Business Woman of the Year

This award is open to members only (including corporate members) who are business owners or self-employed.

The judges will use the following criteria to assess entries:

- Demonstrable impact on business performance
- Drive, determination and entrepreneurship
- Effective working relationships and team work
- Effective leadership and communication skills
- Focus on continuous improvement, personal and professional development

Business Resilience Award

This award is open to members (including corporate members) and non-members whose business has shown exceptional resilience throughout the cost of living crisis.

The judges will use the following criteria to assess entries:

- What challenges your business has faced in the last year and how have they affected your business.
- Demonstrate what changes you have implemented and carried out to minimise these Challenges.
- What safeguards have you put in place to mitigate any future risk your business might face.
- How have you developed a culture of resilient mindset within your business/team

Team of the Year

This award is open to members only (including corporate members).

The judges will use the following criteria to assess entries:

- Successful delivery of a project or initiative
- Effective working relationships and team work
- Approach to leadership and management
- Effective organisation and planning
- Positive impact on business performance

Best Third Sector Organisation

This award is open to members (including corporate members) and non-members who are charities, social enterprises, or other not-for-profit distributing organisations.

The judges will use the following criteria to assess entries:

- Effective engagement with service users and/or those who benefit from the organisation
- Organisational impact – meeting social or charitable objectives
- Innovation and creativity
- Effective leadership and management of the team
- Sound planning and future sustainability

Young Business Woman of the Year (aged 30 years or under)

Open to HBW members and non-members. Must be aged 30 or under by the time of the Awards Ceremony.

The judges will use the following criteria to assess entries:

- Outline of business/career experience to date
- Demonstrate evidence of successful business/career performance to date
- Outline your future aspirations and how you intend to achieve them.
- Focus on continuous improvement, personal & professional development

Woman of Inspiration*

**by nomination only.*

The nominee must be a member and please make sure they are aware of the nomination before submission.

- Exemplary contribution to business in Highlands
- Evidence of giving back to business and society
- Displays drive & determination
- Inspirational role model
- Positive legacy
- Inspiring, supporting & mentoring others

The Judges

The judges for 2024 will be announced in due course.

How to Apply

Applicants can either apply themselves or be nominated. If you plan to make an application on behalf of someone else, please make sure they are made aware and are comfortable with this.

Entries must include:

- Application Form – fully completed and covering the correct judging criteria (no more than 1250 words)
- Any relevant supporting documentation (amounting to no more than five A4 pages)
- A high resolution version of the nominee's logo
- A good quality photograph of the nominee

Please note the following:

- There are four categories that are open exclusively to current Highland Business Women members
 - Individual Team Contributor Excellence Award
 - Business Woman of the Year
 - Team of the Year
 - Woman of InspirationThe remaining five categories are open to both members and non-members.
- All applications, and any supporting material should be emailed to: awards@hbw.scot
*Please ensure your application form and supporting documentation does not exceed 5MB.
You must send your application by email or we may be unable to accept it.*
- Closing date for entries is midnight on Sunday 30th June 2024.** Entries received after this time will not be accepted.
- The information you divulge in your application will be treated confidentially, however you should consider carefully before including commercially sensitive information. Please clearly state where information is confidential. Any confidential information will be available to judges but not announced at the awards.
- A shortlist will be announced for each category. Candidates will be informed by Sunday 21st July 2024.
- No winners will be announced until the awards ceremony on 22nd August 2024. The nominated member or, where the nominated member is a corporate member, a representative of that nominated member must attend the awards ceremony on 22nd August 2024.
- The judges' decision will be final and no correspondence will be entered into regarding the decision.
Feedback and comments from the judges can be provided on request after the event.

Privacy Statement

HBW is committed to safeguarding the privacy of the information you provide in the course of your application. Our Privacy Notice describes the information we may collect, how we use and share any personal information as well as our responsibilities towards you.

Personal information means any information about you from which you can be identified.

View and download our full [Data Privacy Notice](#)

To increase your chances of success please follow these top tips when preparing your application



Give yourself time to do the application justice.

Previous applicants have said it is a worthwhile exercise for reflection.

Read and follow the instructions carefully.

Make sure the application addresses all the criteria for the category you are applying for.

If applying for more than one award, tailor your responses to reflect the different criteria for each award.

Organise the information to help the judges assess it.

Bullets can be good for emphasis.

Observe the word count limit for each section and the page limit for supplementary information.

Use clear, concise language, free of jargon.

Ensure all information you provide is up to date and accurate.

Assume that the judges know nothing about you, your business or organisation.

Read your response over; does it hang together and tell your story? Does your personality, values and passion come across?

Consider asking someone else to proof read a draft and give you feedback. Use the spell-checker function.

Think carefully about the supporting documents you enclose (e.g. testimonials, references, financial information etc.) – they should illustrate and add value to the application. Think quality over quantity and make sure they are relevant to the judging criteria.

Use the checklist below before hitting the send button

Awards Application Checklist:

- Application form fully complete
- Supporting evidence submitted
- Logo – high resolution
- Photograph – good quality