



hbw

Highland Business Women

AWARDS 2021

**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. This year, we have included two new categories to reflect the experiences of the Covid-19 pandemic – 5. Business Resilience Award and 8. Digital Innovation Award.

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. One category, 9. Woman 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 2018**
Open to HBW members and non-members
- 2. Most Enterprising Business – started before 31 January 2018**
Open to HBW members only
- 3. Excellence in Community Engagement**
Open to HBW members only
- 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 only
- 7. Team of the Year**
Open to HBW members only
- 8. Digital Innovation Award**
Open to HBW members and non-members
- 9. Woman of Inspiration***
**By nomination only - open to HBW members and non-members*

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 Virtual Awards Ceremony which will take place online on the evening of Thursday 26th August 2021.

Good luck!

Màiri Macdonald

HBW President



Contents

1. Award categories and criteria
2. How to apply instructions
3. Helpful hints
4. Checklist

Application Form (Separate document)



Award Categories

New Business of the Year

This award is open to all 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 2018.

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) i.e. approach to tackling and overcoming early challenges and minimising risks

Most Enterprising Business

This award is open to all members (including corporate members) who have been in business for over 3 years i.e. the business started on or before 31 January 2018.

The judges will use the following criteria to assess entries:

- Innovation and creativity in developing a new product, service or process or growing the existing business
- Effective marketing and business development strategy
- Approach to leadership and management
- Success and achievements in their field over the year
- Sustained business financial performance (annual accounts)

Excellence in Community Engagement

This award is open to all members (including corporate members) who adopt an external outlook by supporting their local community to address social and environmental issues.

The judges will use the following criteria to assess entries:

- Level of commitment to social responsibility activities
- Impact of community engagement on your staff
- Impact of community engagement on the local community
- Demonstration of alignment of community engagement with organisational aims and objectives



Business Woman of the Year

This award is open to all members (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 all members (including corporate members) and non-members whose business has shown exceptional resilience throughout the Covid-19 pandemic.

The judges will use the following criteria to assess entries:

- Demonstrable evidence of business resilience
- Effective leadership and communication strategy
- Demonstrable ability to adapt to changing customer/client needs
- Evidence of diversification and/or changing business model

Team of the Year

This award is open to all members (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 all members (including corporate members) who are charities, social enterprises, or other not -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

Digital Innovation Award

This award is open to all members (including corporate members) and non-members whose business has shown exceptional digital innovation throughout the Covid-19 pandemic.

The judges will use the following criteria to assess entries:

- Innovation using new or existing technologies (this may include ecommerce/social media etc.)
- Success in implementing a new digital initiative
- Effective leadership and communication strategy
- Demonstratable ability to adapt to changing customer/client needs through digital
- Evidence of diversification and/or changing business model

Woman of Inspiration*

The award is open to all members and non-members, **by nomination only*.

- Exemplary contribution to business in the Highlands
- Evidence of giving back to business and/or society, particularly throughout the Covid-19 pandemic
- Drive and determination
- Inspirational role model
- Focus on continuous improvement, personal and professional development

The Judges

The judges for 2021 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.

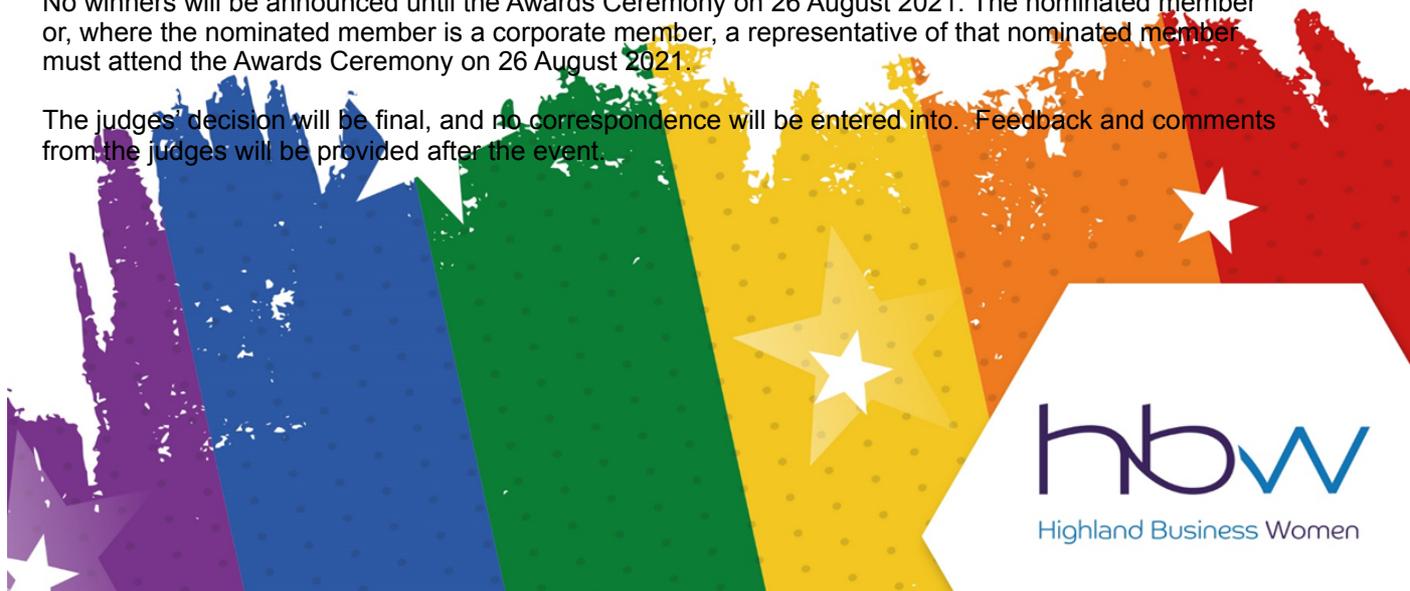
Entries must include:

- 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:

1. Only those who are members of HBW are eligible to apply for five of the award categories; we cannot accept applications from, or on behalf of non-members. The exceptions where we welcome all applications are as follows:
 - New Business of the Year
 - Business Resilience Award
 - Digital Innovation Award
 - Woman of Inspiration

Shortlisted finalists and the winner of these categories will be encouraged to join if not already a Member.
2. Completed nomination forms and any supporting material should be emailed to: info@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.
3. **Closing date for entries is 5.00pm on Friday 6 August 2021.** Entries received after this time will not be accepted.
4. 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.
5. A shortlist will be announced for each category. Candidates will be informed by Friday 13 August 2021.
6. No winners will be announced until the Awards Ceremony on 26 August 2021. The nominated member or, where the nominated member is a corporate member, a representative of that nominated member must attend the Awards Ceremony on 26 August 2021.
7. The judges' decision will be final, and no correspondence will be entered into. Feedback and comments from the judges will be provided after the event.



Privacy Statement

HBW is committing 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



1. Give yourself time to do the application justice.
Previous applicants have said it is a worthwhile exercise for reflection.
2. Read and follow the instructions carefully.
3. Make sure the application addresses all the criteria for the category you are applying for.
4. If applying for more than one award, tailor your responses to reflect the different criteria for each award.
5. Organise the information to help the judges assess it. Consider including sub-headings in section 3. Bullets can be good for emphasis.
6. Observe the word count limit for each section and the page limit for supplementary information.
7. Use clear, concise language, free of jargon,
8. Ensure all information you provide is up to date and accurate.
9. Assume that the judges know nothing about you, your business or organisation.
10. Read your response over; does it hang together and tell your story? Does your personality, values and passion come across?
11. Consider asking someone else to proof read a draft and give you feedback. Use the spell-checker function.
12. 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 | <input type="checkbox"/> |
| Supporting evidence submitted | <input type="checkbox"/> |
| Logo – high resolution | <input type="checkbox"/> |
| Photograph – good quality | <input type="checkbox"/> |



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