

Awards Nomination Package

2022 Business Resilience Awards

Presented by RBC

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Introduction

Thank you for your interest in the 2022 Business Resilience Awards! We welcome our members to nominate themselves, or another deserving business, for one or more awards. This document should have everything you need to learn about the process of submitting a nomination for the awards – to be presented at our Business Resilience Awards gala on November 24, 2022!

Timeline

July 18, 2022	Nominations open
September 16, 2022	Nominations close
November 24, 2022	Business Resilience Awards gala

Judging Process

The 2022 Judging Committee will be carefully selected for their integrity, experience, passion, and demonstrated commitment to a thriving business community.

The committee will be selected by the CEO and Chair of the St. John's Board of Trade, whose focus will be to deliver balanced judging from industry leaders who will bring their knowledge, enthusiasm, and empathy to the judging process to ensure the winning entries are truly outstanding.

Judges are expected to:

1. Remain objective when scoring nominees, not allowing personal or business relationships to colour their judgement;
2. Alert the Judging Committee Chair of any conflicts of interest immediately when/if they arise;
3. Keep the utmost of confidentiality in the contents of submissions, not sharing any information outside the 2022 Judging Committee group;

4. Protect the data provided to them by the St. John's Board of Trade to judge the 2022 awards from disclosure, leak, or breach; and
5. Apply their knowledge, experience, and empathy to rank and score nominees in each category.

The 2022 judging committee will be announced once selected.

Contact

Have questions? Don't be stuck! Please contact us to help you navigate the process.

Amanda Eid
Communications and Engagement Manager
St. John's Board of Trade
aeid@bot.nf.ca

2022 Awards Categories

Opportunity Seeker Award

This award celebrates the creativity and ingenuity that your business used to reach and connect with customers this past year (September 2021 to September 2022). If you deployed new ways to communicate with your customers, or if you were able to build new relationships with market segments that you didn't connect with before, we want to hear your story. Please tell us how you tapped into insights to promote and market your business differently and/or employ out-of-the-box thinking.

Boundary Pusher Award

This award celebrates thinking differently. If you the circumstances of this past year (September 2021 to September 2022) to push boundaries and operate your business differently, we want to hear from you. Whether you pivoted to focus your business in a different direction, or if you expanded, altered or changed your offering, including your products and/or services, please tell us how you applied a new or unexpected way of thinking to your offering.

Service Star Award

This award celebrates businesses who built new connections with customers this past year (September 2021 to September 2022). Leveraging the often-unprecedented circumstances of this past year, you served customers in new and tailored ways. Maybe you launched a new service offering, you created an online store where you had only served customers in-person before or solved a common challenge your customers were facing. Whatever the specific circumstance, if you switched things up to better serve your customers, this is the award for you.

Community Champion Award

Two awards will be given in this category: (1) For businesses with 20+ employees and (2) For businesses with 20- employees.

This award celebrates businesses who went above and beyond to support the community in which they operate this past year (September 2021 to September 2022). From pitching in to help neighbours, to launching a new business initiative that helps others during these

challenging times, if you chipped in to support your community meet challenges, this is the award for you. The Community Champion of 2022 is a business that made outstanding contributions to the community through donations, time, effort and/or other mean.

Business Builder Award

This award celebrates businesses who experienced an increase in demand for their product and service resulting in significant growth in sales, market share, or team this past year (September 2021 to September 2022). The Business Builder of 2022 will be a business that made outstanding leaps in success and growth to their bottom line.

NEW THIS YEAR

Culture Creator Award

This award recognizes the role that people play in your business, and those businesses who create a space where everyone gets to be themselves, where hard work and commitment are recognized, and where corporate culture is central to the overall vision.

If you have taken steps to create an equitable, diverse, and inclusive workplace, have a corporate culture initiative that is second-to-none, or can show that *who you are* and *how you manage* has helped you achieve your vision, this award is for you.

In short, the Culture Creator of 2022 will be a business that shows exemplary performance in living their values. They will have a corporate culture that is welcoming, diverse, inclusive, inspiring, positive, and healthy, because investment into your people is worth celebrating!

Nomination Process

Rules:

- Businesses can complete one application package for each award they are applying for (or nominating another business for).
- Businesses must submit all materials for their nomination in the same entry form and at the same time to be entered into the judging process. Submissions by email or not on the provided entry template will not be considered.
- Nominations received after the deadline will not be considered.
- All nominees must be members in good standing of the St. John's Board of Trade. "In good standing" means that your membership and all other billings are up-to-date and paid in full at the time of submission of your nomination and the awards show. If you have questions about your membership/billing status, please email Jennifer Chaytor, Manager of Finance, jchaytor@bot.nf.ca.

How To:

1. Review the awards categories and select the one (or more) you'd like to apply for. You can nominate your own business or another business.
2. Complete the appropriate nomination form(s) for the award(s) you wish to enter. These can be downloaded individually in Word format for easy completion, or you can pull the sheets from this packaged PDF. You must use the nomination form provided and follow all instructions to complete in full. Any incomplete applications won't be considered.
3. Complete the form and upload the completed application(s) on our website no later than September 16, 2022 at 5:00pm.
(<http://members.stjohnsbot.ca/form/view/26698>)

NOMINATION FORM | Opportunity Seeker Award

Business Name: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

Award Description

This award celebrates the creativity and ingenuity that your business used to reach and connect with customers this past year (September 2021 to September 2022). If you deployed new ways to communicate with your customers, or if you were able to build new relationships with market segments that you didn't connect with before, we want to hear your story. Please tell us how you tapped into insights to promote and market your business differently and/or employ out-of-the-box thinking.

Eligibility Criteria

- Must be a member in good standing of the St. John's Board of Trade.
- Noted contributions/actions must have taken place from September 2021 to September 2022.
- Demonstrates sound communication, sales, and/or marketing strategy.
- Demonstrates creative thinking and agility in forging new possibilities and opportunities.
- Analytics, data, or evidence that supports new relationships established or markets entered (i.e. social engagement, followers, increased sales, etc.).

Nomination Form

How did you know you needed to change your approach to sales and/or marketing this past year?

Tell us about the communication, sales, and/or marketing strategy you built to guide you in building new relationships or connecting with a market segment(s) that you didn't connect with before.

What analytics, data, or evidence can you share that proves your plan worked (i.e., you built new relationships or entered new markets)?

Please note: You can attach a PDF, Excel file, images, or any other appropriate reporting or explanation file should you wish to do so. If this is the case, please note the file name and format in the above response section.

Is there anything else you'd like to share?

PLEASE NOTE: By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and occurred between September 2021 and September 2022. Nomination forms must be completed in full and [uploaded through our website](#) to be considered for judging.

NOMINATION FORM | Community Champion Award

Business Name: _____
Contact Name: _____
Contact Title: _____
Contact Email: _____

There will be two awards given in this category – one for businesses with 20+ employees and another for businesses with 1-19 employees.

How many people work at your business? _____

Award Description

This award celebrates businesses who went above and beyond to support the community in which they operate this past year (September 2021 to September 2022). From pitching in to help neighbours, to launching a new business initiative that helps others during these challenging times, if you chipped in to support your community meet challenges, this is the award for you. The Community Champion of 2022 is a business that made outstanding contributions to the community through donations, time, effort and/or other mean.

Eligibility Criteria

- Must be a member in good standing of the St. John’s Board of Trade.
- Noted contributions/actions must have taken place from September 2021 to September 2022.
- Positively contributes to the economic, social, and/or cultural well-being of the community.
- One (1) testimonial from a person or not-for-profit organization within the community that the nominee supported or helped.

Nomination Form

Tell us how you contributed to the economic, social and/or cultural well-being of the province/community. Please provide as much detail as possible related to donations, time, effort and/or other means used to make a positive impact.

Tell us about why this was the right fit for your business.

Please share one testimonial from someone within the community that you supported or helped. This can be an individual, a non-profit, or an association – whoever was the recipient of your work.

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

Is there anything else you'd like to share?

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NOMINATION FORM | Boundary Pusher Award

Business Name: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

Award Description

This award celebrates thinking differently. If you the circumstances of this past year (September 2021 to September 2022) to push boundaries and operate your business differently, we want to hear from you. Whether you pivoted to focus your business in a different direction, or if you expanded, altered or changed your offering, including your products and/or services, please tell us how you applied a new or unexpected way of thinking to your offering.

Eligibility Criteria

- Must be a member in good standing of the St. John's Board of Trade.
- Noted contributions/actions must have taken place from September 2021 to September 2022.
- Demonstrate an innovative approach to the way the business operates and/or meets its primary objectives.
- Demonstrate an understanding of the market and mechanisms to respond to change.
- Explain how you changed the product/service that you offer and the rationale for doing so.
- Two (2) testimonials from customers who benefited from your business offering.

Nomination Form

How did you know you needed to think differently this past year? Please tell us what challenges or opportunities you faced this past year, and how changing your offering was necessary or beneficial.

Explain how you changed the product or service that you offer and your rationale for doing so. This could be the way in which your business operates or how you meet your primary objectives. Please provide data or proof points, if available.

Tell us about why this approach showed innovation or a new way of thinking for your business.

Please share two testimonials from customers who benefited from your new business offering.

TESTIMONIAL 1:

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

TESTIMONIAL 2:

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

Is there anything else you'd like to share?

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NOMINATION FORM | Service Star Award

Business Name: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

Award Description

This award celebrates businesses who built new connections with customers this past year (September 2021 to September 2022). Leveraging the often-unprecedented circumstances of this past year, you served customers in new and tailored ways. Maybe you launched a new service offering, you created an online store where you had only served customers in-person before or solved a common challenge your customers were facing. Whatever the specific circumstance, if you switched things up to better serve your customers, this is the award for you.

Eligibility Criteria

- Must be a member in good standing of the St. John's Board of Trade.
- Noted contributions/actions must have taken place from September 2021 to September 2022.
- Demonstrate an innovative approach to the way in which your business operates and/or meets its primary objectives tied directly to a new, emerging, or changing customer needs.
- Have a strong focus on the needs of the customer through effective market research, engagement with customers, strategies, and/or customer feedback.
- Two testimonials from customers who experienced your quick attention and adapted delivery model.

Nomination Form

How did you know you needed to think differently this past year? What challenges or opportunities were you facing?

Explain how you implemented an innovative approach to the way your business operates and/or meets its primary objectives tied directly to a new, emerging, or changing customer needs. Please provide data or proof points, if available.

Tell us about why this approach was the right fit for your customers. To do so, please provide insights on your customer’s needs through market research, engagement, strategies, and/or customer feedback. In short – how did you know your new approach would provide better service to your valued customers?

Please share two testimonials from customers who experienced your stellar new customer service.

TESTIMONIAL 1:

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

TESTIMONIAL 2:

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

Is there anything else you’d like to share?

PLEASE NOTE: By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and occurred between September 2021 and September 2022. Nomination forms must be completed in full and [uploaded through our website](#) to be considered for judging.

NOMINATION FORM | Business Builder Award

Business Name: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

Award Description

This award celebrates businesses who experienced an increase in demand for their product and service resulting in significant growth in sales, market share, or team this past year (September 2021 to September 2022). The Business Builder of 2022 will be a business that made outstanding leaps in success and growth to their bottom line.

Eligibility Criteria

- Must be a member in good standing of the St. John's Board of Trade.
- Noted contributions/actions must have taken place from September 2021 to September 2022.
- Demonstrate growth by % in sales and net income, or other appropriate metrics, year-over-year to prove that 2022 was a significant growth or development year for your business.
- Analytics, data, or evidence that supports your entry. Nominees must show metrics for building of business and market share – this may be a return on the bottom line, expansion in team, or otherwise.

Nomination Form

Tell us about this past year compared to others – how has your business grown and what was unique about 2021-2022 that led to significant success?

Explain what steps you took, or what new product/service/approach you implemented, to meet or exceed sales objectives this past year.

Please share data to illustrate growth by % in sales and net income, or other appropriate metrics, year-over-year to prove that 2022 was a significant growth or development year for your business.

Please note: You can attach a PDF, Excel file, images, or any other appropriate reporting, analytics, data, or evidence that supports your entry should you wish to do so. If this is the case, please note the file name and format in the above response section.

Is there anything else you'd like to share?

PLEASE NOTE: By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and occurred between September 2021 and September 2022. Nomination forms must be completed in full and [uploaded through our website](#) to be considered for judging.

NOMINATION FORM | Culture Creator Award

Business Name: _____

Contact Name: _____

Contact Title: _____

Contact Email: _____

How many people work at your business (total employees)? _____

Award Description

This award recognizes the role that people play in your business, and those businesses who create a space where everyone gets to be themselves, where hard work and commitment are recognized, and where corporate culture is central to the overall vision.

If you have taken steps to create an equitable, diverse, and inclusive workplace, have a corporate culture initiative that is second-to-none, or can show that *who you are* and *how you manage* has helped you achieve your vision, this award is for you.

In short, the Culture Creator of 2022 will be a business that shows exemplary performance in living their values. They will have a corporate culture that is welcoming, diverse, inclusive, inspiring, positive, and healthy, because investment into your people is worth celebrating!

Eligibility Criteria

- Must be a member in good standing of the St. John's Board of Trade.
- Demonstrate an innovative approach to the way the business operates and/or meets its primary objectives.
- Demonstrate an understanding of the value of teamwork, employee health, diversity, inclusion and/or creating a caring company culture, because it's valuable to your people and, when done right, to your bottom line.
- Noted examples/actions to illustrate your organization's vision and company culture must have taken place from September 2021 to September 2022. However, general ethos or approach could have been developed prior to September 2021.
- Please note, for the purposes of guiding your response to this award, our definition of "corporate/company culture" is as follows:

- “The collection of values, beliefs, ethics, and attitudes that characterize an organization and guide its practices. To some extent, an organization's culture can be articulated in its mission statement or vision statement.”
- For the purposes of your response to this award, our definition of “Equity, Diversity, and Inclusion (EDI)” is as follows:
 - Equity is the fair and respectful treatment of all people. Equity is the process; equality is the result.
 - Diversity is the demographic mix of the community, with a focus on the representation of equity-deserving groups.
 - Inclusion is the creation of an environment where everyone feels welcome, is treated with respect, and is able to fully participate.

Nomination Form

In 750 words or less, please describe your business’ approach to company culture. If you have a perspective or strategy for Equity, Diversity, and Inclusion included within this approach, please mention it here.

How did you know you needed a plan or strategy for company culture? What challenges or opportunities were you facing that made this clear/necessary?

Explain how you implemented an innovative approach to the way your business operates and/or meets its primary objectives tied directly to company culture. Please provide data or proof points.

Tell us about why this approach was the right fit for your business, team, and/or customers. To do so, please provide insights on your employee’s or sector’s needs through market research, engagement, strategies, and/or feedback. In short – how did you know your approach would provide better outcomes for your employees?

Please share two testimonials from employees, customers, volunteers, board members, or others who experienced your company culture. Alternatively, if testimonials aren’t available or appropriate, you can provide a concrete example of your strategy in action (i.e., event or initiative that demonstrates your vision/approach to building an exemplary place to work). These examples can be from any time from 2020 onward.

TESTIMONIAL/EXAMPLE 1:

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

TESTIMONIAL/EXAMPLE 2:

Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.

Is there anything else you'd like to share?

PLEASE NOTE: By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and the examples you have provided occurred between September 2021 and September 2022. Nomination forms must be completed in full and [uploaded through our website](#) to be considered for judging.