

Award Winning Strategy

Why submit for awards?

1. **CREDIBILITY:** Companies that win awards are viewed as more credible, stable, and worthy of doing business with.
2. **VALIDATION:** The submittal process as well as gaining recognition through the award or honor confirms you are on the right track.
3. **STRATEGIC THINKING:** Most applications get you thinking strategically about your business in the future. It forces you to think beyond the day-to-day operations of your business.
4. **POSITIONING:** If you are in a creative, innovative, progressive business or want to be viewed as the best in your industry, awards help effectively position you in your claim and can be used as a part of your positioning.
5. **COMPETITIVE ADVANTAGE:** Awards and honors can be used effectively as an advantage against competitors and brings attention to an aspect of your business that further confirms you as the preferred choice.
6. **BUSINESS PLANNING:** Many applications request details about your current and long-range business plans, forcing you to evolve your business plan beyond its current state or even develop a plan in the process.
7. **PUBLIC RELATIONS:** Offers extensive opportunity for exposure in the media, either through being announced by the presenting entity or giving you a news announcement to send to the media.
8. **VALUES & PHILOSOPHY:** Many business management and entrepreneurial awards want to know how you think, your company values and philosophy. These can be truly distinguishing aspects for your business beyond the award submittal process. If you have not really given it thought, you should.
9. **MANAGEMENT SAVVY:** Companies that gain recognition and honors outside of their industry and for their management or leadership are viewed as better to do business with a more well-rounded business operation.
10. **OPPORTUNITIES:** Being recognized results in gaining a larger pool of influence and circle of referral for your business beyond those you directly know, placing you in the spotlight in a multitude of ways.



Next Idea
Next Level
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Strategy
Solutions
Results