



## WOMAN WHO...ACHIEVES AWARDS 2019 CATEGORIES & GUIDELINES FOR ENTRY

Finalists will be invited to attend a short interview with our Judges on Monday 1<sup>st</sup> April 2019 at Coombe Abbey Hotel. The winner of each Category will be announced at our [Awards Lunch](#) at Coombe Abbey on Friday 7<sup>th</sup> June 2019.

Please note the following:

- To enter you must register on the online portal: <https://womanwho.awardsplatform.com>
- You may enter yourself or someone else
- You may enter for more than one category indicating the categories entered on the entry form
- The closing date for entries is Midnight on Friday 22<sup>nd</sup> February 2019 (Rising Star entries: Friday 12<sup>th</sup> April). No entries will be accepted after these deadlines.
- Nominees in all Woman Who...Achieves in Business Categories must be available to attend a short interview with our Judges on Monday **1<sup>st</sup> April 2019** at Coombe Abbey and will be allocated a time to attend. Unfortunately, if you are unable to attend our Judges will be unable to consider your entry as a Winner in your category.
- The comments on your application form should be accurate to the best of your knowledge
- The Judges' decision is final
- Nominees, Finalists and Winners agree to take part in any publicity, video filming and photographs.

### WOMAN WHO ACHIEVES IN BUSINESS: OUTSTANDING TEAM MEMBER

You excel at what you do within the company you work for and you are an outstanding team member.

Your achievements to date have been highlighted and your efforts have been recognised by your clients and/or colleagues. You consistently exceed expectations within the team

**GUIDELINES:** The Judges want to hear about your journey to date and particularly your achievements and why you excel at what you do. They want to understand about any personal goals you have set that have helped you get to where you are today. Include any challenges, barriers or obstacles you have overcome throughout your journey. Provide us with testimonials which demonstrate how you have excelled and gone above and beyond expectations as a team member in the company you work for.

### WOMAN WHO ACHIEVES IN BUSINESS: SOLOPRENEUR (NO EMPLOYEES)

You run your business on your own either as a sole trader or a Director of a Limited Company. You may be home based or work in a shared office space. You do not employ anyone. You will have set yourself personal goals and can demonstrate how you have achieved them. You will be able to tell us about your business journey, any challenges or obstacles about working alone and how you have overcome them, including your goals, aspirations for the future and your achievements to date.



**GUIDELINES:** The Judges want to hear about your journey. They want to understand about any personal goals you have set that have helped you get to where you are today. The Judges realise that you run your business on your own and the challenges that can arise. They want to hear how you have dealt with lone working in your business and any associations or alliances you have formed to enable your business to grow and succeed. Please also include any growth plans and how you would scale up your business in the future.

#### WOMAN WHO ACHIEVES IN BUSINESS: START UP (LESS THAN 2 YEARS TRADING AT 7<sup>TH</sup> JUNE 2019)

You may be about to start up or you are in the very early stages, but your business has been trading for less than 2 years\*. You will be able to tell us why you started your business, about your initial trading, your financial forecasts, your goals and aspirations and your exciting plans for future growth.

**GUIDELINES:** The Judges want to know why you started, or are about to start, your business and a bit about your background. You should say where you are at now and what you are working toward. Don't be afraid to include figures, projections and estimates. It is important that you explain about what your business does, your product or service and who your target customers are. This should be a full-time business, rather than a hobby or network marketing business. (\*Your business must have been trading for less than 2 years on 7th June 2019.)

#### WOMAN WHO ACHIEVES IN BUSINESS: MICRO BUSINESS

You either work in or run your own micro business which supplies products or services.

You will have set yourself goals and can demonstrate how you have achieved them. You will be able to tell us about your business journey and operating your micro business, any challenges or obstacles you have overcome (particularly in relation to operating from premises or working from home, your sales and reaching your target market either face to face or online), including your goals, aspirations for the future and your achievements to date.

**GUIDELINES:** The Judges want to hear about you and your journey. They want to understand about any personal goals you have set that have helped you get to where you are today.

Include any challenges, barriers or obstacles you have overcome and your achievements along the way. Also include details about your particular role in the business.

These are your personal achievements which in turn have helped the business to achieve so if you can demonstrate these with examples, please do so showing how the business has benefited as a result. If you have produces, include pictures.

#### WOMAN WHO ACHIEVES IN BUSINESS: SCALE UP BUSINESS

You are the owner/partner/Director of your own business.

You have a strategy for growth and can show accelerated growth for your business. You will be able to tell us about your business journey and how you have achieved the overall growth of the business to date, along with opportunities for further growth and your future scale up plans.

**GUIDELINES:** The Judges want to hear about you and your entrepreneurial journey. They want to understand about any personal goals you have set that have helped you get to where you are today and helped you and the



business achieve. Include your plans for scale up and accelerated business growth, challenges, barriers or obstacles you have overcome and your achievements along the way. Also include details about your particular role in the business and where you sit in the organisation's hierarchy. These are your personal achievements which in turn have helped the business to achieve so if you can demonstrate these with examples, please do so along with how the business has benefited as a result.

#### WOMAN WHO ACHIEVES IN BUSINESS: GROWING SME

You will either work in a growing business or run your own business. You will either be in management or be an owner/partner/Director. You will have employees. You will have set yourself personal goals and can demonstrate how you have achieved them within the business. You will be able to tell us about your business journey and how you have achieved in the overall growth of the business. Include any challenges or obstacles you have overcome, your goals, aspirations and your achievements to date. Tell us about the business growth to date and plans for future growth.

**GUIDELINES:** The Judges want to hear about you and your journey. They want to understand about any personal goals you have set that have helped you get to where you are today and helped you and the business achieve. Include any plans for business growth, challenges, barriers or obstacles you have overcome and your achievements along the way. Also include details about your particular role in the business and where you sit in the organisation's hierarchy. These are your personal achievements which in turn have helped the business to achieve so if you can demonstrate these with examples, please do so along with how the business has benefited as a result.

#### WOMAN WHO ACHIEVES IN BUSINESS: INSPIRING AND OUTSTANDING LEADER

You are at a senior level within your organisation (either an employee or a business owner). You are a leader in business and display your leadership by mentoring, inspiring and encouraging others to achieve. You lead by example and can demonstrate your leadership skills through accelerated growth, improving team performance and financial results.

**GUIDELINES:** You may be a Director in your own business or at a senior level within a Company or organisation. Either way, you are at a senior level and manage a team(s) and you are in a leadership role. The Judges want to hear about your role, what you do on a day to day basis, your leadership style, examples of how you have achieved growth through leadership and how that has impacted on the financial performance of the business. If you have inspired others or mentor as part of your role, please tell us about it.

#### WOMAN WHO ACHIEVES IN BUSINESS: INNOVATES THROUGH STEM (SCIENCE, TECHNOLOGY, ENGINEERING OR MATHEMATICS)

You embrace technology in the work that you do. You will be a business woman who innovates in her role (either employed or self-employed) and can demonstrate how you use STEM within your business and/or your clients' businesses. You will be able to show us how this improves business performance and leads to business growth.

**GUIDELINES:** You are a business woman who has embraced a STEM subject within her role and has used this to innovate within the business. The Judges want to hear about how you carry out your role, about whether you



have developed or are working with clients on STEM related projects to increase efficiency, improve performance and maximize business growth.

#### WOMAN WHO ACHIEVES IN BUSINESS: INTERNATIONALLY (EXPORT & IMPORT)

You are at a senior level within your organisation or run your own business. You export or import your product or service to, or from, the UK. You will be able to tell us about how you operate your business internationally, any challenges you have faced and your successes to date.

**GUIDELINES:** The Judges want to hear about your decision to work internationally, your journey so far, your achievements, successes, any challenges and how you have overcome them. They want to know about your marketing, distribution and sales. Tell us about the countries you engage with and how you deal with the practical side of exporting, importing or delivering your services or products abroad. If you have received any assistance or government grants, please tell us.

#### WOMAN WHO ACHIEVES FOR BUSINESS AND THE COMMUNITY: CHARITY

You are a business woman who runs, is working within, or supporting a registered charity. We want to know about you, what you have achieved and your aims for the organisation. Tell us about any financial constraints, how you have accessed any grants, any fundraising you have carried out, projects you are involved in and any success stories. Include any challenges you have faced and how you have overcome these.

**GUIDELINES:** The Judges want to hear about you and the work that you do, especially how you and your organisation have made a positive impact on your local community and the charity. They want to know about the work you do how this makes a difference.

Give us some examples of the projects you have worked on and how these have changed people's lives or made a significant contribution to the local environment or community.

If you have secured major funding/fundraising then provide examples.

#### WOMAN WHO ACHIEVES FOR BUSINESS AND THE COMMUNITY: SOCIAL ENTERPRISE/CIC

You are a business woman who runs, is working within, or supporting a social enterprise or CIC. We want to know about you and your aims/objectives for the organisation. Tell us about any financial constraints, how you have accessed any grants, any fundraising projects you are involved in and any success stories. Include any challenges you have faced and how you have overcome these.

**GUIDELINES:** The Judges want to hear about you and the work that you do, especially how you and your organisation have made a positive impact on your local community as a Social Enterprise/CIC. They want to know about the work you do and how this makes a difference.

Give us some examples of the projects you have worked on and how these have changed people's lives or made a significant contribution to the local environment or community.

If you have secured major funding/fundraising then provide examples.



## WOMAN WHO ACHIEVES FOR BUSINESS AND THE COMMUNITY: CHANGE CHAMPION FOR WOMEN IN BUSINESS (OPEN TO MEN & WOMEN)

This category is open to men and women in business.

You will support Women in Business initiatives, encourage changes in working culture and embrace diversity in the workplace. You may be involved within your own organisation or through others such as holding a key or sit on a Committee or Board within a local or national organisation. By being an advocate for women in business, you will demonstrate how you contribute to, initiate and support change.

**GUIDELINES:** Tell us about the organisation you are involved in or whether you sit on a committee, business group or as a Non-Executive Director either locally or nationally. The Judges want to hear about how you are working either alone or alongside others to influence change for women in business. Provide us with examples on how you advocate women's issues and promote diversity in the workplace and more generally.

## WOMAN WHO ACHIEVES FOR BUSINESS AND THE COMMUNITY: THROUGH NETWORKING

You are a woman in business who understands the concept of networking and its emphasis on building relationships in business. You may run your own network meetings, attend networking group(s) and network via various social media platforms. You support others in business, work on growing your own network, whilst sharing your own business networking contacts and recognizing the value that networking can have both in your own business and by helping others grow their business. Most importantly you have grown your business through networking.

**GUIDELINES:** The Judges want to hear about your networking skills, your successes and how you have grown your client base or customers through networking. Provide examples such as how you have gained new clients/customers and about any opportunities you have created for yourself and others through networking by connecting people or referring business.

## WOMAN WHO ACHIEVES RISING STAR CATEGORIES

You are a young woman currently in education, further education, training or undertaking an apprenticeship. Tell us about what you have achieved to date and what your goals and aspirations are for the future. Think big!

There are several sub categories for the Rising Star Awards so please select which category you are entering:

- \* Secondary Education
- \* Further Education (College or University)
- \* Art and the Creative World
- \* STEM Studies and
- \* Apprenticeships

**GUIDELINES:** The Judges want to hear about your journey so far. They don't want to read your UCAS submission, they want to know about the real you, your studies, your passion and your achievements to date. What makes you stand out? Have you travelled, won an award or raised a significant amount for a local charity? Please provide examples and use all the relevant space.