

## ENTRY GUIDANCE

### CATEGORY: Business Growth and Strategy Award

#### Description

This award has been developed to recognise the most dynamic business growth based on an actively managed and consistently delivered growth strategy, this could include business expansion, product diversification or the implementation of a new international trade strategy.

#### Examples include

- Demonstrate market share growth in a new industry segment or overseas market
- Investment made in technology/factory/staff to support industry beating growth objectives
- Developed new products/service which led to significant business secured from new customers
- Overcame challenges to enter new markets locally or globally
- Increased distribution base

#### Important Information

- Please ensure you take the time to read and adhere to the [terms and conditions](#) of entry
- Ensure sections are completed in full and financials are included where required.
- For assistance in navigating the online portal [click here](#)
- Please fill in the entry and contact information pages to the fullest – this information is used to contact you in relation to your entry and also used for the purpose of creating certificates and trophies and other awards related materials.
- **Question 3 Financial information – Information is required for this category.**

### Entry Guidance

The question guidance in this document is for use to support you in completing your entry. They are examples of what you may include in your entry but you should not limit your entry to only including these. For further assistance in telling your story contact the awards team.

*For help with telling your story or navigating the portal - email [awards@eef.org.uk](mailto:awards@eef.org.uk) or call 020 7654 1540.*

### Question 1: What did you set out to do and why?

Set the scene by telling us about your business and what you do. (650 word count)

- TIP – Don't use up your word count describing your business, the judges already know a lot by your entry information. Instead include that briefly and then move onto the nature of your project/ strategy/ change and why this was important to implement.
- Provide a description of your strategies for business growth. This is your opportunity to show your vision to the judges.
- What is the rationale for your dynamic business growth?
- What were the key elements of your growth strategy, e.g., geographic expansion, product or service expansion, other?

### Question 2: Project in Action

Describe how the project/ programme was implemented in your business. (1100 word count)

- TIP – this is the part of the entry form where you will spend most the time telling your story.
- How was the growth programme designed, implemented and managed? (including time frame, key milestones, approach and governance)
- Was there a dedicated team, what external support (if any) was called upon and what capital investment was required (if any)?
- As part of your growth strategy how did you invest in your workforce through training and development?
- Were any unforeseen barriers encountered and how were these overcome?

### 3: Objectives and Results

a) What measures and targets were established at the outset to assess and monitor your success? And how have your plans met/ exceeded the measures which were set?

Please fill out the table below with the objectives set including specific targets, dates and what was ultimately achieved.

Objective 1	Specific target 1	Target delivery date 1	Achievement 1
Word count: 0 / 20	Word count: 0 / 20	Word count: 0 / 3	Word count: 0 / 20
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- This is where you show the targets set for the strategy/ project discussed in question 2.
- TIP – the more measurable targets you can include the better the judges can understand what you were trying to achieve and how much you ultimately accomplished
- Objectives: this is the main objective you were looking to achieve
- Specific target: is the measurable target to set to achieve this goal
- Target delivery date: the date you set to achieve this target by
- Achievement: what was ultimately achieved – target achieved? Exceeded? Did you finish it early?

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b) Give us more insight to the results you have achieved and how they have benefited your company. (300 word count)

- Any additional benefits accrued which were not foreseen in the original plan?
- What plans do you have in place to build on your success? Did your results propel you to make future plans?
- How has the overall business benefitted?

c) Provide a summary of financials in the box below:  
*For this category, these figures are compulsory.*

**c) Provide summary of financials**

Please refer to your entry guidance to see if this is a mandatory field

**Net profit**

2014/15	2015/16	2016/17	2017/18
Word count: 0 / 2	Word count: 0 / 2	Word count: 0 / 2	Word count: 0 / 2
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Turnover**

2014/15	2015/16	2016/17	2017/18
Word count: 0 / 2	Word count: 0 / 2	Word count: 0 / 2	Word count: 0 / 2
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- This information will be kept strictly confidential. All judges sign a NDA prior to viewing entries.
- This information is required for this category to understand how the growth strategy has influenced your business. You can choose not to include this information however it will reflect in the judging.
- In the relevant notes box below the table include any additional information you wish the judges to know. For example if you show a significant dip in profit it may be due to the capital investment you made in new technology or offices for the new strategy.

## Supporting documents

- TIP – this is your opportunity to show examples of your project, team, project plans and give a visual of your strategy to the judges
- Please note there is a maximum of 5 items across 5 pages. ie - 1 photograph = 1 item; pdf document with 3 pages = 3 items.
- We cannot guarantee that the judges will view any additional items beyond this.
- Do not include any links to external websites – these will not be viewed.
- Please ensure you reference your supporting documents within your entry form in the relevant areas - you can name each file to make this easier for the judges to identify.

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