



**THE
GROW
SHOW**

AWARDS TO APPLY FOR

Unlock Your Winning Potential:
A Step-by-Step Guide to Award-Winning Success!



EXPECTATIONS

Best Business Awards says small **businesses that win awards see a 63% increase in income and a 39% increase in sales.** This list will help you focus on the top awards so you can start winning!

To be as successful as possible, make sure you have:

A DEDICATED RESOURCE AND BUDGET FOR APPLICATIONS

Award submission needs to be someone's job (or at worst, an important part of someone's job). And, the budget needs to come from sales / marketing. The KPI for the owner of this initiative is awards won.

TIME DEDICATED TO RESEARCHING INDUSTRY-SPECIFIC AWARDS

There are so many awards out there. It's a worthwhile exercise to identify the awards available given your type of business. Once you've identified the total potential, you should **segment these awards by level of competition and effort.** This will be important in a subsequent step.

BUY-IN FROM YOUR ENTIRE TEAM

You need the entire organization to understand how important these awards are. They need to know that if they want more GREAT team members and/or more GREAT clients, **awards are critical.**

A MINDSET THAT QUANTITY > QUALITY

The reality is that some awards are more prestigious than others. The further reality is that having some awards that are less "prestigious" **is a lot better than having none at all.**

A CELEBRATION PLANNED FOR WHEN YOU WIN

There has to be a regular cadence of celebrating the awards the company wins. **You should not only display the number of awards the company won in the previous quarter, but also you should have a cumulative running total.**

WANT MORE INFORMATION?

LISTEN TO THE EPISODE

AWARDS TO APPLY FOR

GROWTH AND INNOVATION AWARDS

Better Business Bureau Torch Awards for Ethics

**Better Business Bureau Spark Awards
for Entrepreneurships**

Small Business Monthly Awards
Multiple

Inc. 5000 Awards

Inc. Best In Business Awards
Multiple

Inspiring Workplace Awards

Globe Awards
Multiple

Titan Awards
Multiple

The American Business Awards
Multiple

Small Business Awards
Multiple

WORKPLACE EXCELLENCE AWARDS

Top Workplaces
Local and National

Great Place To Work
Multiple

Glassdoor Employees' Choice Awards
Best Places To Work & Top CEO

Comparably Best Places To Work
Multiple

Fast Company Awards
Multiple

**Gallup Exceptional
Workplace Awards**