



# The Wales Responsible Business Awards 2018

## Top tips!

*The Business in the Community (BITC) Cymru team are ready to provide support to any and all prospective applicants – so please do get in touch if you'd like to discuss any specific questions. However, in the meantime we hope that these top tips are helpful.*

### 1. Start early

- Putting together a good entry takes a bit of time .. so start early! Give yourself (and your team) at least four weeks or so to gather all the data and information you'll need to put your application on a solid footing.

### 2. Choose wisely

- Think about your strengths – what are you most proud of and what story can you tell in the most powerful way? Match that idea with the category that best covers it and if you are not sure, get in touch with BITC Cymru to discuss the best fit.

### 3. Get the boss (and others) on board

- Responsible business is all about teamwork – so make sure your colleagues and senior managers are aware of the Awards and are supportive! Build a small internal team if you can. Different voices will be able to give you valuable advice and help make your entry as compelling as possible.

### 4. Prove it!

- We can't just take your word for how fantastic your story is – please show us! By using a mix of evidence (facts, statistics, testimonials, pictures, infographics) you'll be able to really bring your story to life. Show us the change (before and after) and remember to provide evidence which is in line with your targets and Key Performance Indicators.

### 5. Keep it simple

- Mean what you say and say what you mean. The judges can only read what is in the application. Remember that the judges will be given a copy of the guidance document and scoring guide (the same as you!). This means you'll be able to see exactly what the judges are scoring.



## 6. Tell your story

- Tell a compelling story for the judges – remember they will likely not know about your programme and may not know about your company. In addition to answering the questions, you'll want to use a logical structure to tell your story.

## 7. A picture paints ..

- Or so the saying goes! Images really bring your application to life and they can be of a great event or volunteering experience, but you can also use images to outline a team structure or particular process. However, please make sure any images support your narrative and not replace it.

## 8. Phone a friend

- Get a critical friend from outside your business to review your application. An external view will often pick up any “assumed knowledge” about your programme / initiative or company that may have slipped in. They could even have a go at scoring your application for you – using the guidance document.

## 10. If at first you don't succeed ..

- Responsible business is a journey – if things don't go well this time around, use and build on the experience to put an even stronger application together next year. Remember, all applicants can get a copy of the judges' feedback.

## 11. Name and fame

- Everyone likes to have their name in lights – so if you are working with a group of stakeholders, individuals or charities tell us who they are. Not only does this add to the weight of what you are saying, but it also provides evidence that you are engaging with organisations outside of your business.

## 12. Write it somewhere else

- We don't mean a coffee shop (unless that works for you!). The questions that are on the application system are included in the guidance document so you can have a go at writing the application offline, in a Word document, amongst your team before submitting. This also means you can easily share your ideas before putting them online.

## 13. Don't be shy!

- Get in touch with the BITC Cymru team for any specific questions or if you'd like us to look at a draft (which we are allowed to do). David Hoare (PR, Events & Communications Manager) is responsible for administering and delivering the Awards, so get in touch – [david.hoare@bitc.org.uk](mailto:david.hoare@bitc.org.uk) / 029 2078 0052 / 077 2563 8019.

**ENDS**