
The First Step to
WINNING
is
ENTERING

Top tips to creating an award-winning motivation for your Future of HR Awards entry.



TOP **FOUR** REASONS TO ENTER

1

Growth

Some of South Africa's top business leaders will review your entry through an in-depth judging process. This offers unimpeachable credibility for our winners. Often giving them the competitive edge in the face of new clientele and further endorsement for potential staff or investors.

2

People Management

It's one of the best ways to make your employees feel appreciated and accomplished - we all like to be on the winning team. You could take the opportunity to reward your employees by bringing them along to the ceremony.

3

Reward & Reflect Your Past Successes

Most businesses are so forwards focused that they forget to stop and smell the roses. In completing your entry, you'll actually rediscover and reassess a lot about your own company and its vision, often leading to cases where you can identify opportunities for improvement.

4

PR Value

You will get a range of free tools that you can use to promote your award, including winner logos and press release templates. Be proud of your accomplishments and splash your award winner logo's on your website, marketing materials and corporate literature.

WHY ENTER?



“ I believe that as a result of this recognition and award last year many others doors from a recognition point of view opened for me... the initial recognition from the Future of HR did so much for my personal brand and that of my employer. Many other professionals were inspired as well as the young people I’m privileged to mentor.”

Candice Booyen, Rising Star Award 2016.

TOP **TIPS** FOR A KILLER ENTRY



Time is on Your Side

Give yourself enough time to gather testimonials, evidence or substantial input from your key shareholders giving you the fuel to prove your company to the judges. Nothing worth submitting is created under pressure.



Be Direct

Remember that some of the judges may not be experts in your company's sector. Do not assume they will understand the influence of your programmes/actions. Spell it out for them!
- Just remember to avoid using hyperbole such as "It was extraordinary"



Have a Uniqueness

Effectively, why should you win this award. Warren Buffett called it a company's "moat". What makes you special and elevates you above the rest - find your angle.



Focus on Your Story and Use Images

How has your company's strategy positively impacted on the HR sphere, have you set new benchmarks, achieve exceptional results. Alternatively, as an individual what strategies/policies have you championed to increase the livelihood of your employees/environment. A picture is worth a thousand words! - Well placed images, graphs and infographics are well received by our judges. Use these to substantiate your claims.

CONTACT

If you need help gathering the right sort of evidence of success and uniqueness, writing your award entry or preparing a presentation for our judges, then feel free to contact **Kyle Lacey** on 086 000 9590 or marketing@futureofhr.co.za

careers24

www.futureofhr.co.za
