

Why awards pay great dividends (even if you don't win)

By Laura Bruce, founder of Inverness-based Bruce Public Relations Ltd.

brucepr.com [@Bruce_PR](https://twitter.com/Bruce_PR)

exec@brucepr.com



Are you thinking of nominating your company for an award, but wondering if the time and effort required will be worth it? Are you a rising star in your industry, but still “small potatoes” compared to your competitors?

It may be worth spending the time and effort to enter the awards, for reasons you may not anticipate. Here are three compelling reasons to get an entry in, plus one benefit you probably never anticipated.

1. **Profile:** Winning an industry award is a great way to get on the radar of potential investors, employees, and key influencers. It's like a big, flashing neon sign has been lit over your company, and it can really help to open doors. Having won the award, your organisation has new credentials. Put them everywhere -- on your website, social media pages, business cards, and all over your marketing materials. People like to work with award-winning companies. Be one.
2. **Publicity:** Most awards programs have an element of publicity attached, which can be particularly beneficial for smaller organisations that don't yet have much profile. Take advantage of the potential for this by entering awards where you have at least a decent chance of being short-listed. Most awards schemes publish a list of nominees, so even if you don't win, being short-listed will give you some worthwhile exposure.
3. **Focus:** The time and effort it takes to create a well-written and well thought-out application for an award benefits you as a business leader. It focuses your mind on

where your company has come from, where you are, and what makes you unique. The best awards programs also ask you where you are headed. If this is something you haven't thought about recently, completing the entry form can be a timely reminder.

And the unexpected benefit of putting together an entry:

Team-building. One of the biggest rewards – surprisingly – has nothing to do with winning. It's the potential the process holds, to bond your team members. The key here is to get everyone involved in the nomination process. Make it a truly "organisation-wide" effort. Let your staff know that you are planning a nomination, and that you would like their input. This is the time to ask your team what they think makes your organisation unique. It may be things you never considered -- from how you fill orders, to the way you reward employees -- there is gold-dust out there, and you simply need to ask and you will receive. The best results will come out of a culture where employees already feel a part of your business, and feel their contribution is valued. But even if that's not the case, the awards process opens the door to getting that culture of communication in place.

Good luck!

If you think you could use some assistance articulating what makes your organisation "award-worthy", find a talented communications team to work with. If you need some advice on how to select someone, please get in touch.

Laura Bruce is an award-winning speaker and business strategist. She is the founder of [Bruce Public Relations Ltd.](#), an Inverness, Scotland-based communications firm that specialises in brilliant ideas for fabulous businesses. For more information, telephone Bruce PR on 01463 216 226.