



BUSINESS EXCELLENCE AWARDS

PRESENTED BY:



TOOWOOMBA
CHAMBER

*Application
Guidance
Powerpoint*

ABOUT FOCUS HR BEA 2022

The awards aim to:

- * Shine a spotlight on local business
- **Showcase** the diversity and dedication of the Toowoomba Region's business community
- **Celebrate the efforts** and achievements of local business
- **Promote best practice** in strategic business planning and delivery
- **Recognise the contribution of local business**, not only to economic vitality but to creating a strong, healthy, vibrant regional community

KEY DATES:

- July 14 | Nominations Open
- July 21 | Applications Open
- August 29 | Applications Close @ 9AM (no extensions will be granted)
- September 12-16 | Site Visits & Interviews
- October 14 | Finalists Announcement
- October 27 | Finalist's Function
- November 5th | Awards Evening

AWARDS:

11 Business Categories

People's Choice

Employer of Choice

Future Leader of the Year

Sole-Trader of the Year

Micro-Business of the Year

CEO Award

Hall of Fame Inductee

Focus HR Business of the Year 2021



OVERVIEW:

1. Written application (45%)
2. Judges site visit and presentation from the applicant (45%)
3. 30 second video of the business (10%)

**30-60 SECOND
VIDEO
*ELEVATOR PITCH***

Tell us:

- Who you are
- What your business does
- What makes your business Award-winning.

This video will be used on the awards night for all finalists and promotional material post event

30-60 SECOND VIDEO *ELEVATOR PITCH*

Script a pitch:

- Opening: *Name; Same; Fame*
- *Authority*
- *Problem*
- *Solution*
- Close: *Your Why*
- ***This is NOT to be your advertising video.*

JUDGES VISIT

45 min Site visit

It's a conversation, not a polished presentation

ADDRESSING THE CRITERIA

1. Business Strategy
2. Business Performance and Improvements
3. People Management and Development
4. Customer and Market Focus
5. Innovation, Entrepreneurship and Resilience
6. Community Engagement

CRITERIA 1: BUSINESS STRATEGY

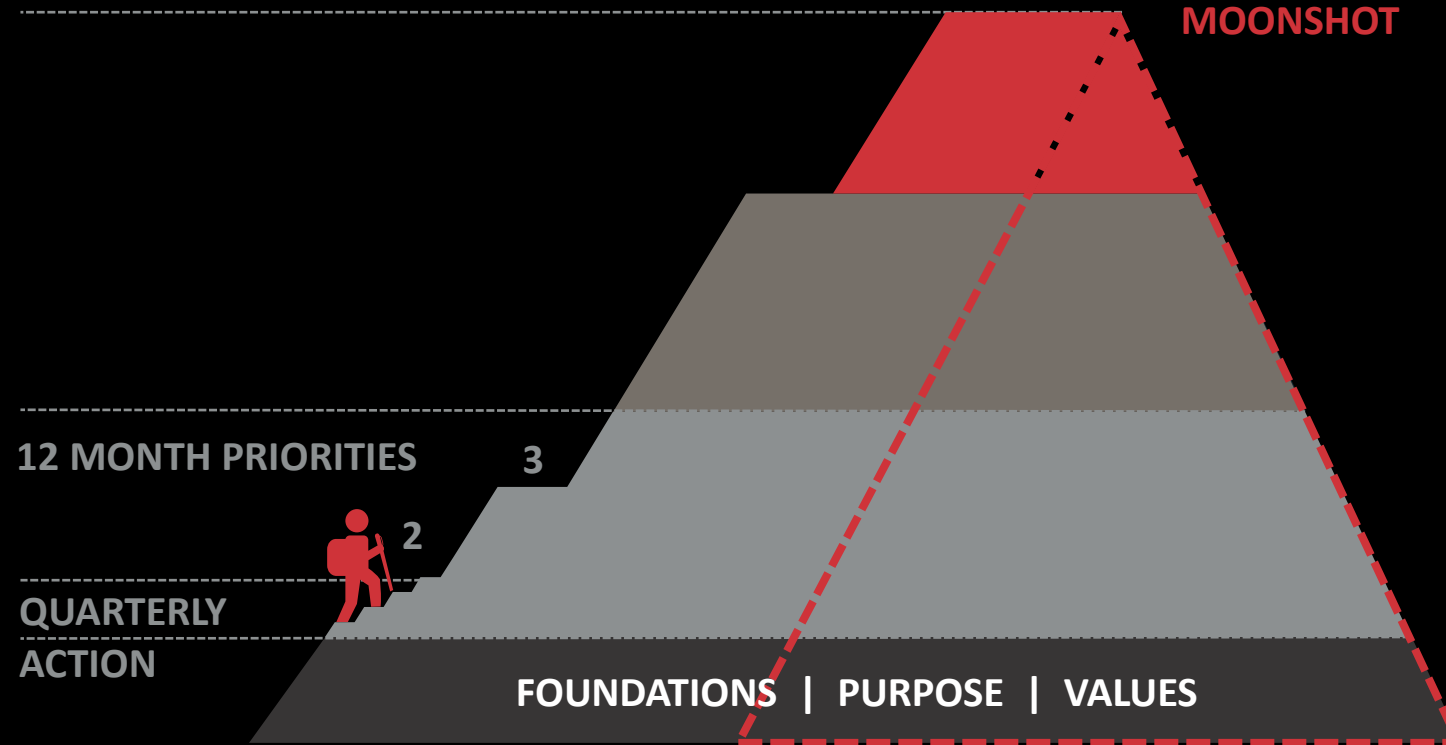
IN BRIEF:

Outline the strategic direction and goals of your business and the processes you have in place to achieve this.

Core elements of Strategy:


1. External look at business (SWOT, PESTLE, industry insights)
2. Benchmarking
3. Involving the right people
4. Vision (including what type of business you want to be)
5. Documented plan
6. How do you implementation or execute your plan

INTRODUCTION TO
STRATEGIC PLANNING




Resources:

- One Page Strategic Plan template

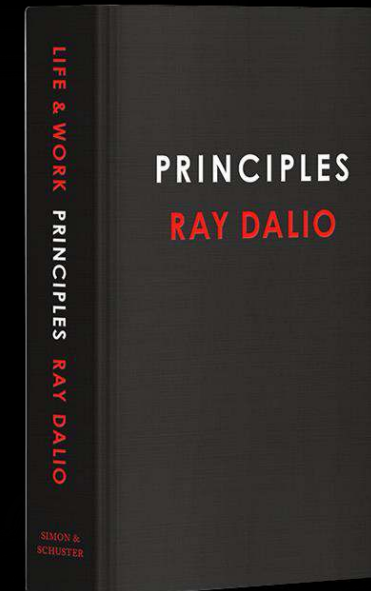
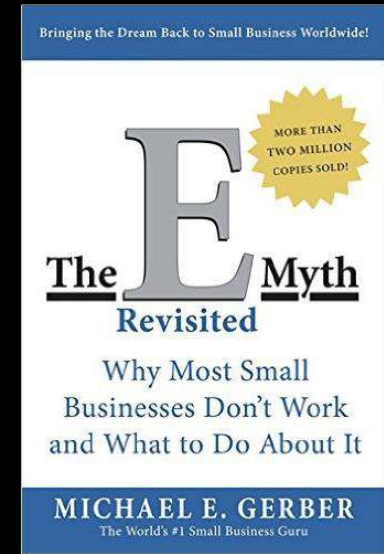
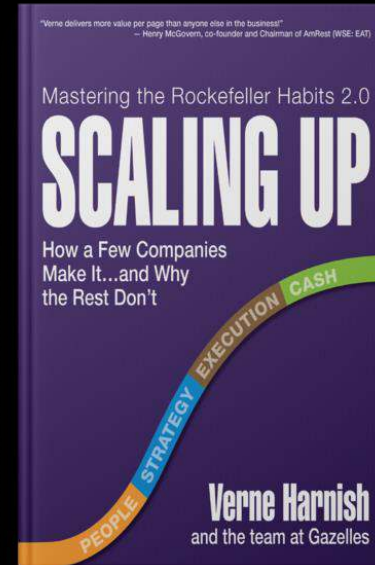
ONE PAGE STRATEGIC PLAN 

PURPOSE		VISION		MOONSHOT	
CRITICAL NUMBERS		3 YEAR WINNING MOVES		12 MONTH PRIORITIES	
VALUES		1		1	
		2		2	
		3		3	
		4		4	
		5		5	
				QUARTERLY ACTION PLAN	
				1	
				2	
				3	
				4	
				5	
		STRENGTHS		WEAKNESSES	
				OPPORTUNITIES	
				THREATS	

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Books:

- Scaling Up – Verne Harnish
- E-Myth – Michael Gerber
- Principles - Ray Dalio



CRITERIA 2: BUSINESS PERFORMANCE AND IMPROVEMENTS

IN BRIEF:

Describe how you collect and analyse appropriate data to create value, measure performance and make informed decisions in your business.

Key question:

How do we know, at least weekly, if we are winning?

Financial reporting

Key Performance Indicators (KPIs)

Critical Numbers

SAND Metrics (*your sleep-at-night dashboard*)

Service company: WIP, GP per person, NPS

Retail company: Average spend per customer, daily / shift takings, overheads : revenue ratio

Manufacturing: Inventory days, production per day/hour, defect rate

FHR: We measure

- Yield, a variation of the GPPP
- WIP production
- Quality from NPS and AR or debtor days
- Conversion rates and pipeline of future work
- Impact on others (moonshot goal)

Benchmark data available from ATO and Ibis World reports (ask your accountant)

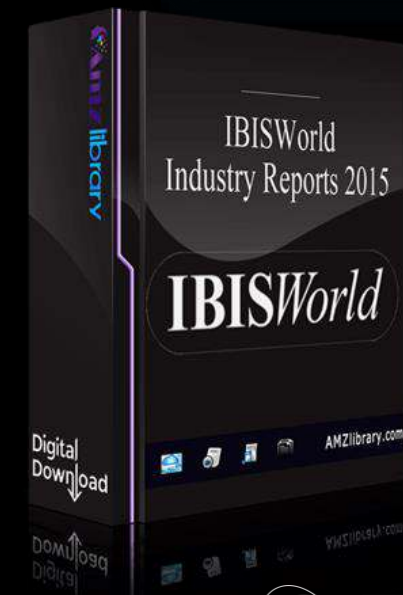
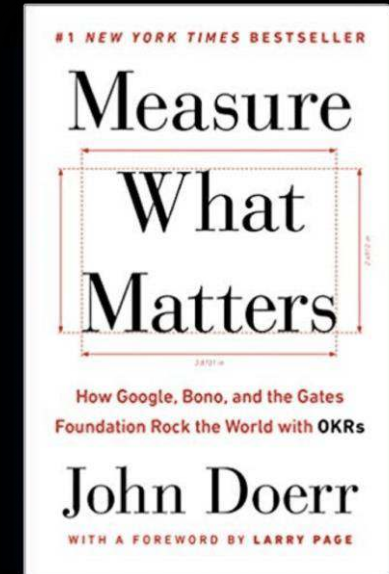
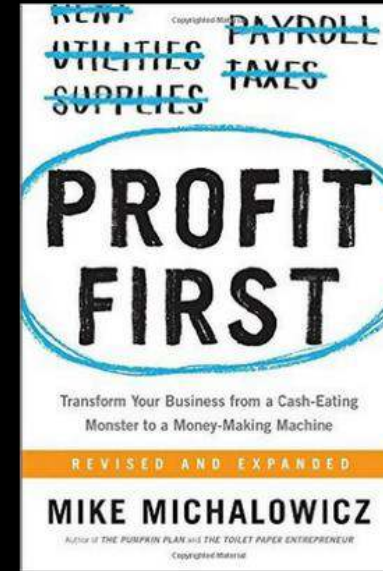
Resources:

- Profit First – Mike Michalowicz
- Measure what matters – John Doerr
- Ibis World Industry Reports

www.ibisworld.com.au

- ATO Small Business Benchmarks

www.ato.gov.au/business/small-business-benchmarks/



CRITERIA 3: PEOPLE MANAGEMENT AND DEVELOPMENT

IN BRIEF:

Outline how your business values and empowers your people.

* Remember to complete the Employer of Choice application seperately

Key questions:

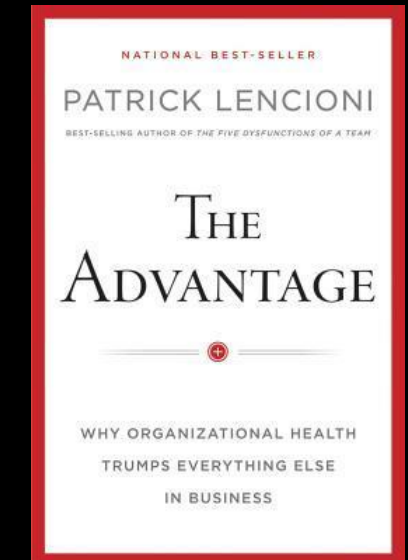
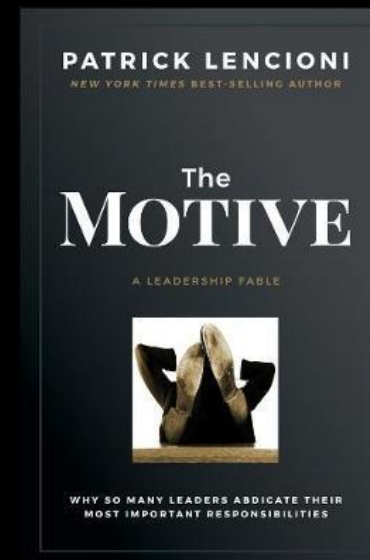
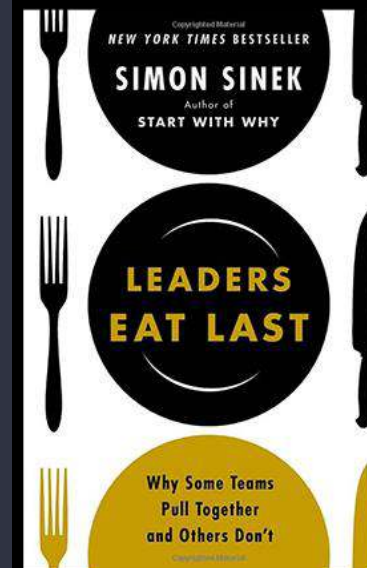
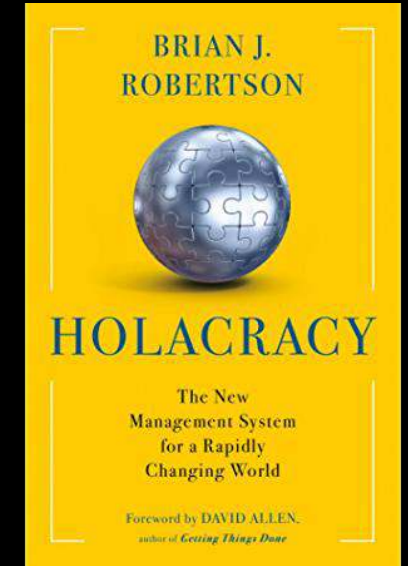
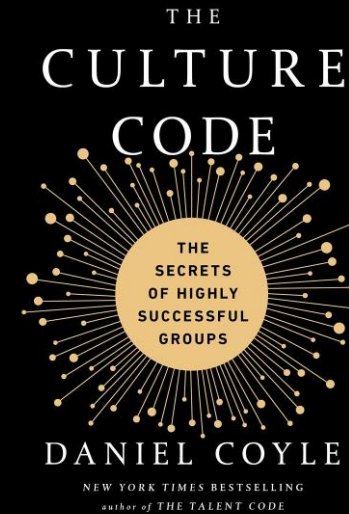
- What do you do differently (TIP: ask your people)
- Do you have a special way of attracting staff?
- Do you have an Employee Value Proposition (EVP)?
- Do you do any workforce planning?
- How is your workplace inclusive?
- How do you support a diverse workforce?

Ideas:

- JWG – Culture book
- Special welcome pack
- Yard maintenance as staff benefit
- Master servants – senior staff putting on a ‘thank-you’ dinner where they cook (actually cook, this is not code for shouting)
- Dinner with the directors

Books:

- 4 Day Work Week – Andrew Barnes
- Culture Code – Daniel Coyle
- Holocracy – Brian J. Robertson
- Leaders Eat Last – Simon Sinek
- The Motive - Patrick Lencioni
- The Advantage – Patrick Lencioni



CRITERIA 4: CUSTOMER AND MARKET FOCUS

IN BRIEF:

Describe your customer and marketing plan.

Start with your **Market** and your **Target**

Your **market** is who you serve or who you will serve.

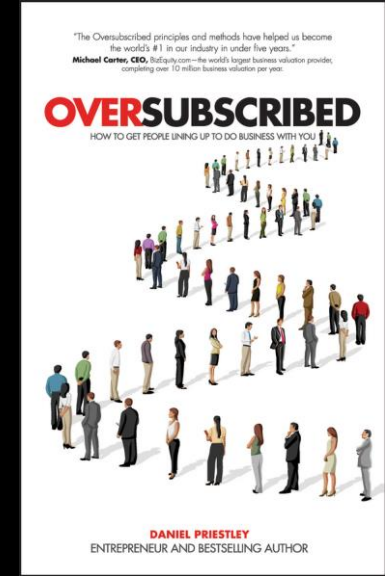
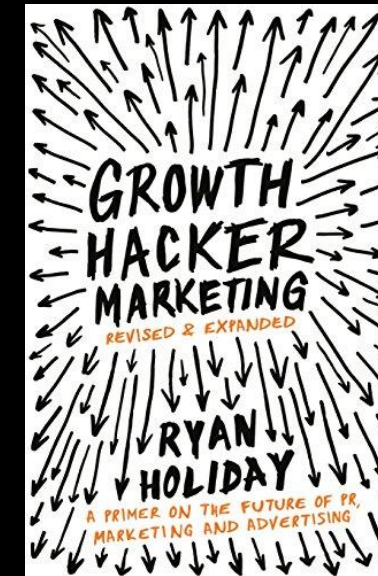
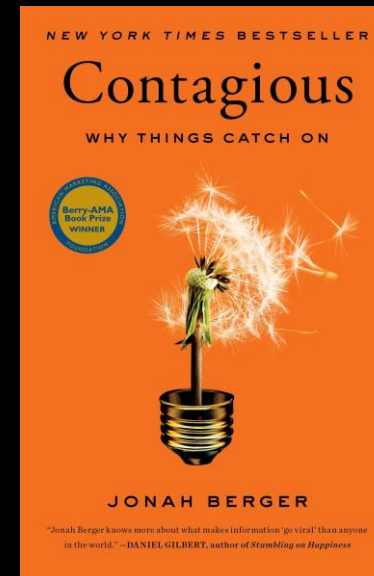
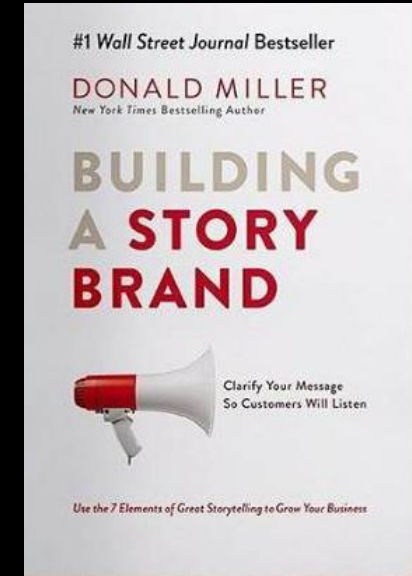
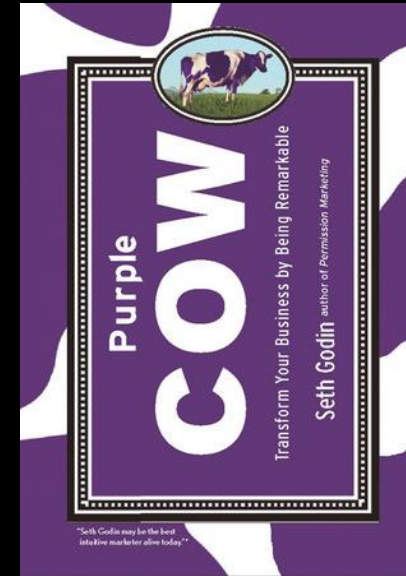
Your **target** is your niche. The high value, high profit segment in your market.

Key Questions:

- How well do you understand your market and customers?
- What is your unique value proposition?
- What is your complete and remarkable service or product offering?
- Do you have a marketing strategy to:
 - attract your targets' attention?
 - engage with them long enough for them to know and trust you?
 - Provide them with easy ways of doing business with you?

Books:

- Purple Cow – Seth Godin
- Building a Story Brand – Donald Miller
- Contagious – Jonah Berger
- Growth Hacker Marketing – Ryan Holiday
- Over Subscribed – Daniel Priestley



CRITERIA 5: INNOVATION, ENTREPRENEURSHIP AND RESILIENCE

IN BRIEF:

Outline how you respond to challenges, manage change and improve processes in your business.

Describe any innovative processes you have developed.

Key questions:

- What opportunities have you identified and acted on
- What challenges have you faced and what did you do
- What success have you achieved in the past 12 months through innovation and/or technology improvements
- What results have you achieved as a result of opportunities, challenges and/or innovations (financial, human, time, expertise etc)
- What are the unintended outcomes from the changes – positive and negative

CRITERIA 6: COMMUNITY ENGAGEMENT AND ACTIVITIES

IN BRIEF:

A key component of excellence is engagement with and support of the broader Toowoomba community.

Describe how the business engages with and helps to support the broader community:

- Local community support (in-kind, financial etc)
- Community awards and accolades
- Any specific support provided to others during Covid-19
- The sustainability measures you undertaken

TIP: Show the link between your business and the community (through people, deeds, engagement, results, etc)

EMPLOYER OF CHOICE

In brief:

- Recognition in the local business community
- Increased brand awareness
- Captures the scope of what you are doing for your team builds reputation as a great employer in a competitive market for candidates

TIPS FOR APPLYING

- What makes people want to work for you?
- What makes people want to stay working for you?
- How are you supporting your people?
- How do you ensure they have the opportunities and tools they need to win?
- What do you celebrate?
- What do your staff say about working with your business at BBQs?

RESOURCES

VIDEO WILL BE LINKED ON CHAMBER WEBSITE

A rowing team of five people is shown from behind, rowing a boat on a body of blue water. They are wearing white shirts and red life jackets. The boat is dark-colored with a pointed bow. The water is rippled, and there are splashes from the oars. A large red rectangular overlay is on the left side of the image, containing white text. There are also some white L-shaped marks on the image.

**ENGAGED
PEOPLE
BURSARY**

TO APPLY:

1 OF THE 2 BURSARIES WILL GO TO A CHAMBER MEMBER

FOCUS HR ENGAGED PEOPLE BURSARY 2022

GO TO: WWW.FOCUSHR.COM.AU



focus  HR

BUSINESS EXCELLENCE AWARDS

PRESENTED BY:



TOOWOOMBA
CHAMBER

*It's your
turn to
shine*