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## **NOMINATION FORM** | Culture Creator Award

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| **Business Name:** |  |
| **Contact Name:** |  |
| **Contact Title:** |  |
| **Contact Email:** |  |

### **Award Description**

This award recognizes the role that people play in your business, and those businesses who create a space where everyone gets to be themselves, where hard work and commitment are recognized, and where corporate culture is central to the overall vision.

If you have taken steps to create an equitable, diverse, and inclusive workplace, have a corporate culture initiative that is second-to-none, or can show that who you are and how you manage has helped you achieve your vision, this award is for you.

In short, the Culture Creator of 2024 will be a business that shows exemplary performance in living their values. They will have a corporate culture that is welcoming, diverse, inclusive, inspiring, positive, and healthy, because investment into your people is worth celebrating!

**Eligibility Criteria**

* Must be a member in good standing of the St. John’s Board of Trade.
* Demonstrate an innovative approach to the way the business operates and/or meets its primary objectives.
* Demonstrate an understanding of the value of teamwork, employee health, diversity, inclusion and/or creating a caring company culture, because it's valuable to your people and, when done right, to your bottom line.
* Noted examples/actions to illustrate your organization’s vision and company culture must have taken place from September 2023 to September 2024. However, general ethos or approach could have been developed prior to September 2023.
* Please note, for the purposes of guiding your response to this award, our definition of “corporate/company culture” is as follows:
  + “The collection of values, beliefs, ethics, and attitudes that characterize an organization and guide its practices. To some extent, an organization's culture can be articulated in its mission statement or vision statement.”
* For the purposes of your response to this award, our definition of “Equity, Diversity, and Inclusion (EDI)” is as follows:
  + Equity is the fair and respectful treatment of all people. Equity is the process; equality is the result.
  + Diversity is the demographic mix of the community, with a focus on the representation of equity-deserving groups.
  + Inclusion is the creation of an environment where everyone feels welcome, is treated with respect, and is able to fully participate.

### **Nomination Form**

1. In 750 words or less, please describe your business’ approach to company culture. If you have a perspective or strategy for Equity, Diversity, and Inclusion included within this approach, please mention it here.

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1. How did you know you needed a plan or strategy for company culture? What challenges or opportunities were you facing that made this clear/necessary?

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1. Explain how you implemented an innovative approach to the way your business operates and/or meets its primary objectives tied directly to company culture. Please provide data or proof points.

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1. Tell us about why this approach was the right fit for your business, team, and/or customers. To do so, please provide insights on your employee’s or sector’s needs through market research, engagement, strategies, and/or feedback. In short – how did you know your approach would provide better outcomes for your employees?

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1. Please share two testimonials from employees, customers, volunteers, board members, or others who experienced your company culture. Alternatively, if testimonials aren’t available or appropriate, you can provide a concrete example of your strategy in action (i.e., event or initiative that demonstrates your vision/approach to building an exemplary place to work). These examples can be from any time from 2020 onward.
   1. TESTIMONIAL 1:

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*Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.*

* 1. TESTIMONIAL 2:

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*Please note: You can attach a PDF or video file in place of copying the letter into the text box should you wish to do so. If this is the case, please note the file name and format in the above response section.*

1. Is there anything else you’d like to share?

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**PLEASE NOTE:** By submitting this nomination package, you are confirming that all the above-noted actions are true and accurate, and occurred between September 2023 and September 2024. Nomination forms must be completed in full and [uploaded through our website](https://members.stjohnsbot.ca/form/view/33541) to be considered for judging.