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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 celebrates the power of a strong, people-first workplace culture.

It recognizes businesses that put their values into action - places where employees feel supported, motivated, and proud to be part of the team. If your organization fosters a positive environment, recognizes contributions, encourages collaboration, and sees culture as key to your success, this award is for you.

The Culture Creator of 2025 will be a business or organization where culture isn’t just a buzzword—it’s built into everything they do. From leadership to daily operations, they’ve created a workplace that’s engaging, respectful, inspiring, built to bring out the best in their people. Because when you invest in your team, everyone wins.

**Eligibility Criteria**

* Must be a member in good standing of the 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, 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 2024 to September 2025. However, general ethos or approach could have been developed prior to September 2024.
* 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.”

### **Nomination Form**

1. In 750 words or less, tell us how your business creates and maintains a strong and positive culture. What values guide your team? How do you create an environment where people feel motivated, supported, and connected?

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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 2024 and September 2025. Nomination forms must be completed in full and [uploaded through our website](http://members.stjohnsbot.ca/form/view/36968) to be considered for judging. **Nominations are open from July 10th to September 16th, 2025 at 11:59 p.m. (NDT).**

*Should you have questions on your nomination application please reach out to: Shanelle Clowe-Hillier, sclowe@bot.nf.ca*