



## AWARD CATEGORIES & JUDGING CRITERIA

From start-ups to local legends, the Whitehorse Chamber of Commerce Business Excellence Awards shines a spotlight on the many businesses that help make Whitehorse and the Yukon a great place to live, work, play and do business. This year, there will be nine (9) categories worth celebrating and finalists will be chosen by an independent panel of prominent business leaders who serve as judges. The following criteria will be used to judge the awards:

### Award Categories & Judging Criteria

**Small Business of the Year** honours a business that:

- Operates with 10 or less full-time employees;
- Demonstrates continual business excellence through positive business growth;
- Demonstrates a commitment to the community;
- Exemplifies superior customer service; and
- Embraces an outstanding commitment to quality.

**Business of the Year** honours a business that:

- Operates with 11 or more full-time employees;
- Demonstrates continual business excellence through positive business growth;
- Demonstrates a commitment to the community;
- Exemplifies superior customer service; and
- Embraces an outstanding commitment to quality.

**Business Leader of the Year** honours a businessperson who:

- Is the founder, owner, CEO, President or Senior Executive of a company/companies;
- Exhibits business leadership and vision;
- Displays a significant commitment to the success of both their business and the region as a whole;
- Serves as a positive role model or mentor for other businesspeople; and
- Displays a commitment to the community.

**New Business Entrepreneur** honours a new business that:

- Has been in operation for more than 1 year and less than 3 years;
- Has achieved outstanding business performance in a short period of time;
- Demonstrates exceptional promise of continued growth;



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- Serves as an inspiration for other new businesses; and
- Demonstrates a commitment to the community.

**Innovation** honours a business that:

- Has developed a process, product or service that is original and contributes to profitability and/or market share. This is demonstrated by:
  - Use of science and/or technology to create a business that is original and unique;
  - Showing a high degree of originality, creativity and/or experimentation to design and realize innovation; and
  - Commercialization or quantifiable growth within new and/or existing markets.

**Outstanding Customer Service** honours a business that:

- Is a leader in providing exceptional customer service;
- Serves as a role model, mentor or example of excellence to other businesses;
- Exhibits a commitment to the community; and
- Can provide a minimum of 5, maximum of 10 testimonials from customers dated within the last year.

**Greatest Community Impact** honours a business that:

- Demonstrates a commitment to the community beyond their usual business practices;
- Has a desire to build diverse, inclusive and balanced communities;
- Makes a sustainable and tangible impact in the region; and
- Has shown a clear commitment to social responsibility through supporting events, programs, projects, and sports teams throughout the year.

**Workplace Excellence** honours a business that:

- Shows a commitment to a healthy work environment through practices that benefit employees physically, intellectually and/or emotionally;
- Demonstrates an exceptional commitment to its employees through competitive employment packages;
- Has a focus on workplace culture as well as employee recognition and reward programs;
- Is dedicated to providing professional development and/or advancement opportunities;
- Shows diversity in the workplace; and
- Displays their commitment to staff by contributing to their success.



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Sustainable Business Practices honours a business that:

- Demonstrates sustainable business practices in their own operations (aside from the product or service for sale);
- Raises environmental awareness;
- Demonstrates leadership and commitment to sustainable development and energy conservation and shows how these practices benefit the regional environment; and
- Exhibits a commitment to the community.