



How to write like a winner

Hopefully if you're reading this you're already thinking about entering our awards. We've listened to feedback from previous entrants and the judges, and collated some helpful tips below. Best of luck in preparing a winning entry!

HERE ARE OUR TOP 5 TIPS

- 1 Reflect and collate your relevant inputs. Note:**
 - a. Key deadlines and give yourself enough time
 - b. Entry criteria and what the judges are looking for
- 2 Write a draft first. Once you're happy with the quality of the final version, copy and paste onto the entry form.**
- 3 Really think about your achievements, your successes, what colleagues and clients have said about you, and why you/your business deserve(s) to win this.**
 - a. List key actions and results
 - b. Apply the 'so what' and think about the great outcomes and key learnings
 - c. How were clients positively impacted and how many were impacted?
 - d. What difference did your approach make?
- 4 Learn from previous winners:**
 - a. **Company culture** – demonstrate that vulnerability is embedded within your organisation
 - b. **Success metrics** – outcomes of processes and procedures have been substantiated
 - c. **Live the experience** – through the eyes of the client
 - d. **Gone the extra mile** – more than just the 'day job'. What obstacles did you have to overcome?
 - e. **Several excellent examples** – demonstrate the extent of your commitment to your vulnerable clients
 - f. **Community affair** – links with and signposts to other organisations and community initiatives
- 5 Are you proud of your entry and happy that it represents excellence?**
 - a. Check spelling and word count, and keep a copy for yourself
 - b. Answer points concisely, clearly and in a structure that connects with the judges
 - c. If someone else reads over your entry, do they get a good picture of what you do and why you are so good at it?
 - d. Present your evidence

You can view previous results and watch the latest winners discussing their entries here: justadviser.com/vcaresults

FOR MORE INFORMATION ABOUT THE JUST GROUP VULNERABLE CUSTOMER AWARDS

Contact our dedicated awards team or your account manager: T: 0345 302 2287
Calls may be monitored and recorded, and call charges may apply.
or email: vulnerabilityawards@wearejust.co.uk

Alternatively, go to justadviser.com for more information and online support.

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