

# WALES BUSINESS AWARDS 2023

## Employee Engagement Award

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[support@cw-seswm.com](mailto:support@cw-seswm.com)

**The pandemic and following years changed the way we look at working. The ongoing skills crisis has put pressure on employees to compensate. How have you been keeping your people engaged through this challenging time?**

**This award recognises businesses that place an importance on developing the skills of their workforce, providing opportunities for their workforce to contribute to the development of the business and creating an environment that allows people to thrive.**

Provide a 3-4 minute video answering the following questions:

1. Provide a brief description of your business, describing the products / services you provide and who your customers are
2. Describe your plans for future growth / development
3. Why should your business win this category?
4. Explain how winning this category would impact your business

Upload your video to a suitable video-sharing platform where we can download (eg. Dropbox, GoogleDrive, wetransfer etc)

If you are shortlisted you will be invited to an online interview where you will be asked the following questions:

1. What steps have you taken to create a culture of skills development and training in your business? How do you measure this?
2. What development activities, practices or strategies have you put in place to engage your employees?
3. Detail the impact of greater employee engagement on your customer service and marketplace presence.
4. Detail the effect that employee development has had on your financial performance, staff turnover, recruitment /training costs.
5. What challenges have you had to face and overcome in your business in the last year?
6. What are the future plans for the people in your business and how will you achieve those?