



Member Excellence Award Nomination Examples

Consider the following ideas to help shape a robust nomination for standout members:

- **Set aside time in a group meeting:** Dedicate time in an upcoming Vistage group meeting for members and Chairs alike to write nominations. This is an excellent opportunity to foster a celebratory environment within the group.
- **Draft your nominations:** Write your nomination(s) in a separate document, so you can simply copy and paste your final draft into the awards form upon completion.
- **Get other perspectives:** Consider asking other members within the group, including the member(s) you are nominating, to contribute to your nominations with their personal experiences and testimonials.
- **Leverage your nominee's organization:** Does your nominee have a dedicated PR contact within their organization? Consider reaching out to ask for their assistance in crafting your nomination.
- **Be specific:** A vague or incomplete nomination is a big disadvantage to the nominee and their chance at winning, so be sure to include specific data points and anecdotes.

Get inspired by the achievements of past award-winners - and the nominations that got them there!



Impact Award

Recognize the remarkable achievement of a new member.

"Since joining Vistage, [Member name] has:

- Grown her organization **9%** in revenue in 2021
- Is now on track to grow her organization **350%** in 2022
- Clearly **identified her three main sources of annual recurring revenue**
- Successfully **implemented a time tracking system** to determine cost of goods and services, resulting in a greater understanding of her financials
- **Launching new business unit** and is signing a number of business-to-business partnership agreements in 2022"

Showcase important leadership skills.

"[Member name] joined Vistage in Jan 2020... The company has **added \$300M in assets and over 150 people** over the time [Member name] has been a member. [Member name] also **changed how he interacts with his leaders, the nature of the leadership meetings, added Director of IT and the CHRO to his leadership team.** [Member name] has **gone from working in the business to working on the business** and the benefits have been felt across the organization."

Tell a powerful story.

Include specific data points to illustrate the nominee's impact on the bottom line.

"[Member name] made a major move from a well-established company to company in need of a major overhaul. He has done an incredible job, in a short amount of time, creating an enterprise with tremendous opportunity. His **change management skill** has impressed me significantly and **the short time in which he has made tremendous progress is gravity defying.**"

Demonstrate growth and positive change.

"During COVID, solutions for keeping people safe inside an aircraft were laborious, costly and had to be repeated each flight. [Member name]'s dream was to build an antiviral product that could be applied to internal surfaces. **Within 18 months, working with a chemist, she had designed, tested, and brought to major airplane manufacturers the first anti-viral product,** not just for COVID-19, but for all viruses. The product is now ready for market."



Leadership Award

Celebrate a member's enduring excellence in leadership.

"In 2020 [Member company] brought in \$10.1mm (2020 was a year their industry and hiring, in general, was greatly impacted by COVID-19). 2021 has surpassed 2020 revenue by August and they are now at a \$20mm run rate. [Member company] currently has 90+ employees and **they are growing every day**. Currently [Member company] is **doubling down on its growth trajectory** with substantial investments in sales and marketing to achieve a 2-fold increase in size over the next 5 years."

What successes can be attributed to their leadership?

- "1. [Member company] consistently **outperforms budget numbers**.
2. Employees nominated the company for **one of the top employers in New Jersey**.
3. In a time of consistent employee challenges, [Member name] has had **near zero turnover**.
4. Employees have a **longer average tenure at his company than any of our members**.
5. [Member name] is the person most of our members are **likely to call if they need advice**."

Describe how challenges were skillfully navigated.

Highlight how they lay the groundwork for the future.

"Her CEO approval ratings on Glassdoor and Comparably are fantastic (Glassdoor's CEO approval rating is **82%**; Comparably is **93%**). In addition, under her leadership, [Member company] was awarded by HRO Today Association, **"The Top RPO Provider (Mid-Sized category)" three years in a row: 2018, 2019, and 2020.**"

Demonstrate how they've impacted their company, Vistage group and community.

"In the 5 years since joining our group, [Member company] was experiencing healthy growth, then **lost 80% of their revenue when COVID hit in March of 2020**. Subsequently, they have **reenergized growth** to be on track to reach 2022 revenues double their size in 2017."



Lifetime Achievement Award

Nominate a veteran member who has moved mountains.

"[Member name] has substantially **increased company revenue from \$71M to more than \$150M** and his **employee headcount from 50 to more than 90**. He has placed a priority on creating an **employee-first culture** which encourages collaboration and thought leadership and supports workplace flexibility. [Member company] thrives due to its commitment to its core values and was honored by being **named a Top Workplace in [Member market] in 2022**. [Member name] is a role model for all of us and is seen as a **key leader of the group**."

Describe how the nominee exemplifies word-class leadership.

"[Member name] stepped in to a successful, well known company in 2007 and **very quickly was hit with the recession**. She converted the culture from operations-only focus to a sales culture during the worst downturn in company history. **She had to create, communicate and lead execution of a new company vision, strategy and designed programs leading to \$20M in incremental revenue.**"

How has the nominee created positive change in their business, family and/or community?

Include specific data points to illustrate the nominee's impact on the company.

"[Member name]'s long-long history in Vistage and with her peer group has helped build her agency to **one of the top eight percent of all agencies in the United States** and one of the top 20 B2B tech agencies in the U.S. [Member company] has **helped to create as of today \$8.1 billion dollars in corporate valuations** for her clients and has **won five dozen awards for service excellence** and [Member name] has **won several dozen awards for her leadership**."

Detail the mountains climbed in your nominee's pursuit of success.

"In 2021, [Member company] **ranked 2nd in the nation for families served out of 1,200 Affiliates across the country**. Specifically, in [Member market] in 2021, **285 low income families were served, 25 new home ownership opportunities were created and 285 local home repair projects were completed.**"



Legacy Award

Applaud the successes of a member leaving behind a legacy.

"She joined Vistage a little over 11 years ago, and since then, she has almost **tripled her company revenues while only increasing her headcount by 60%**. More importantly, **she is building a strong leadership team that will enable her to transition her business to her employees through an ESOP** in the next couple of years."

Showcase a skillful, successful business transition.

"[Member name] has successfully transitioned out of the company that he built over his lifetime. **Due to his leadership and foresight gained through Vistage, he has been implementing his own succession plan for the past few years.** Although [member name] is stepping into retirement and out of the company that he built, **his imprint will forever live on in the company.**"

Highlight how the nominee created positive change.

Describe the impact the nominee has had in the exit/exit planning.

"In March 2022, [member name] **led the management team through the sale process** of the company to [investor company] **for \$1.6 billion...** [Member name] is very deserving of the Vistage Legacy Award for his **outstanding accomplishment of building the company and successfully leading the sale** of the business. He has continued on as the CEO under the new equity owners and has **plans to grow the company 50% over the next five years.**"

Detail the legacy the nominee leaves behind for future leaders to someday follow.

"Because [member name] built the company around the employees and structured it as an ESOP, **when the business sold, they made over 70 millionaires**, and another 80 plus made life-changing money. [Member name] has **decided to stay in Vistage** because **even at 73 he is still learning and contributing to the lives and businesses of the other members.**"