**Powerhouse Awards Categories**

1. **Businesswoman of the Year Award 2024**

The Businesswoman of the Year Award is a recognition designed to recognise and celebrate outstanding achievements by women in the business world. This award typically highlights exceptional leadership, innovation, and contributions to industry and society made by female entrepreneurs.

Applicants are evaluated based on their professional accomplishments, impact on their companies or organisations, community involvement, and efforts to promote diversity and inclusion. The award aims to inspire and empower more women to pursue leadership roles and acknowledges the significant role that women play in driving economic growth and development.

1. **Young Businesswoman of the Year (Entry)**

The Young Businesswoman of the Year Award is a recognition that recognises and celebrates the achievements of young female entrepreneurs and business leaders. This award is typically aimed at women under 35, who have demonstrated exceptional leadership, innovation, and business acumen early in their careers. Applicants are evaluated based on their professional accomplishments, entrepreneurial skills, impact on their industry, and potential for future success. The award seeks to highlight the contributions of young women in business, inspire future generations, and promote gender diversity in leadership roles.

1. **Start-up of the Year (Entry)**

The Start-up of the Year Award is a recognition that honours an early-stage business demonstrating outstanding innovation, growth potential, and market impact. This award recognises start-ups that have shown exceptional progress, creativity in their business model, and a strong potential for future success. Criteria for evaluation include the start-up’s business performance, unique value proposition, scalability, and impact on the industry or community. The award aims to highlight the achievements of new businesses, encourage entrepreneurial spirit, and support the growth of the start-up ecosystem.

1. **Creative Businesswoman of the Year – Entry**

The Creative Businesswoman of the Year Award celebrates and honours women who have demonstrated exceptional creativity and innovation in their business. This award recognises female entrepreneurs who have successfully used their creative talents to drive business success. Applicants are evaluated based on their ability to bring innovative ideas to life, influence their industry, achieve business growth, and inspire others through their creative vision. The award aims to acknowledge the unique contributions of creative women in business and to encourage continued innovation and artistic excellence.

1. **Best Customer Service Award (Entry)**

The Best Customer Service Award is a recognition given to a business that has demonstrated exceptional commitment to providing outstanding customer service. This award recognises companies that prioritise customer satisfaction, effectively address customer needs, and consistently deliver high-quality service experiences. Evaluation criteria include customer feedback, service efficiency, responsiveness, problem-solving skills, and overall customer care practices. The Best Customer Service Award aims to highlight and celebrate organisations that set the standard for excellence in customer service, building loyalty and trust among their customers.

1. **Best in Professional Services Award (B2B) – Entry**

The Best in Professional Service Award is a recognition that recognises excellence in the delivery of professional services. This award honours businesses who have demonstrated outstanding service quality, expertise, and client satisfaction. Evaluation criteria include professional achievements, the ability to deliver exceptional results, innovation in service delivery, and overall impact on clients and the industry. The Best in Professional Service Award aims to highlight those who set a high standard in their profession, showcasing exemplary performance, dedication, and contribution to their field.

1. **Outstanding Management & Leadership Award – Entry**

The Outstanding Management and Leadership Award is a recognition that recognises individuals who have demonstrated exceptional management skills and leadership qualities. This award honours those who have shown remarkable ability to inspire and guide their teams, drive organisational success, and implement effective strategies. Applicants are evaluated based on their achievements in managing people and resources, creating a positive and productive work environment, demonstrating visionary leadership, and making a significant impact on their organisation. The award aims to highlight exemplary leadership practices, celebrate the accomplishments of effective managers and leaders, and inspire others to develop their own leadership capabilities.

1. **EmpowerHER Green Business Award - Entry**

The EmpowerHER Green Business Award is a recognition that recognises a company or organisation that has demonstrated exceptional commitment to environmental sustainability and eco-friendly practices. This award honours businesses that have integrated sustainable practices into their operations, such as reducing carbon footprints, implementing renewable energy solutions, promoting recycling and waste reduction, and developing sustainable products or services. Evaluation criteria include the impact of the company's green initiatives, innovation in sustainability, and overall contribution to environmental conservation. The EmpowerHER Green Business Award aims to highlight and celebrate leaders in sustainability, encouraging other businesses to adopt environmentally responsible practices.

1. **Digital Transformation of the Year Award – Entry**

The Digital Transformation of the Year Award recognises a company or organisation that has achieved outstanding success through the implementation of digital technologies to transform their business operations. This award honours those who have effectively used digital tools and strategies to enhance efficiency, improve customer experiences, and drive growth. Evaluation criteria include the scale and impact of the digital transformation, innovation in technology use, measurable business outcomes, and overall contribution to the organisation's success. The award aims to celebrate exemplary digital transformation efforts, showcasing how strategic use of technology can lead to significant improvements and competitive advantages.

1. **Lifetime Achievement Award (SELECTED)**

The Lifetime Achievement Award is a prestigious honour that recognises female entrepreneurs who have made significant and lasting contributions to their careers. This award celebrates a lifetime of dedication, excellence, and impact, acknowledging the applicants’ achievements, influence, and leadership. It highlights the individual's long-term commitment and the legacy they have built. The Lifetime Achievement Award serves not only to honour the recipient but also to inspire others by showcasing exemplary career achievements and contributions to society**. (Selected)**