Brandon Hall GROUP

HCM EXCELLENCE AWARDS

2015

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Human Capital Management Spring Program

Opens: January 15, 2015

Deadline: April 17, 2015

Technology Fall Program

Opens: June 2, 2015

Deadline: September 18, 2015

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BRANDON HALL GROUP 2015
HCM EXCELLENCE AWARDS PROGRAM

Now entering its 21st year, the Brandon Hall Group Excellence Awards is the most prestigious awards program in the industry. Often called the "Academy Awards" by Learning, Talent and Business Executives, the program was one of the first of its kind when it debuted in 1994. The awards recognize the best organizations that have successfully developed and deployed programs, strategies, modalities, processes, systems, and tools that have achieved measurable results. We are honored to receive applications from organizations around the world ranging from small, medium, large, and global enterprises, to government, not-for-profits, and associations.

There are 72 categories across 6 of the following program areas:

• Open to receive applications: January 15, 2015 - Click here for online registration and application
• Entry deadline: April 17, 2015
• Announcement online webinar: September 10, 2015 - Click here to register for the webinar
• 2015 Award Winners will be honored at the HCM Excellence Conference 2016 Ceremony and Reception, January 27-29, 2016 at the PGA National Resort and Spa in Palm Beach Gardens, Florida.
• **Each entry for the HCM program has a fee of $575**

Further details of the entry applications, process and payment can be found on our Awards web site.

• Open to receive applications: June 2, 2015
• Entry deadline: September 18, 2015
• Announcement online webinar: December 3, 2015
• **Each entry for the technology program has a fee of $795**

JUDGING CRITERIA RATING SCALE FOR ALL CATEGORIES

Judges will evaluate your entry on a scale of 1-6 on each of these criteria.

1-EXCEPTIONALLY WEAK: Entry demonstrates none of the attributes of this criterion.

2-SOMEWHAT WEAK: Entry demonstrates almost none of the attributes of this criterion.

3-WEAK: Entry demonstrates few of the attributes of this criterion.

4-SATISFACTORY: Entry demonstrates some of the attributes of this criterion.

5-ABOVE SATISFACTORY: Entry demonstrates many of the attributes of this criterion.

6-EXTRAORDINARY: Entry demonstrates all of the attributes of this criterion.

The Excellence in Human Capital Management program is open to receive applications on January 15, 2015, with an entry deadline of April 17, 2015 - Click here for online registration and application. Further details of the entry applications, process and payment can be found on our Awards web site.

- Excellence in HCM Announcements online webinar: September 10, 2015 - Click here to register for the webinar
- 2015 Award Winners will be honored at the HCM Excellence Conference 2016 Ceremony and Reception, January 27-29, 2016 at the PGA National Resort and Spa in Palm Beach Gardens, Florida.

The Excellence in Technology program is open to receive applications on June 2, 2015, with an entry deadline of September 18, 2015. Further details of the entry applications, process and payment can be found on our Awards web site.

- Excellence in Technology Announcements online webinar: December 3, 2015

**Learning
and
Development**

EXCELLENCE IN
LEARNING AND DEVELOPMENT

22 CATEGORIES

WHO CAN ENTER?

Training, learning, talent, HR or other related department can either enter **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

1. BEST ADVANCE IN CUSTOM CONTENT

The Best Advance in Custom Content category is for self-paced, custom-designed online courses related to workplace learning. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JyyLTV*

JUDGING CRITERIA
1. **Fit to the Needs.** The learning program effectively aligned to the learning needs and business/organizational situation. The content and activities in the entry effectively supported its learning objectives.
2. **Content Presentation and Navigation.** The program was well-organized, good sequence to the flow, and was nicely presented for learning. It was easy to navigate through.
3. **Use of Media.** The media selected for this entry (text, graphics, audio, animation, video, etc.) effectively supported the learning.
4. **Interactivity and Engagement.** The entry demonstrates how the program encouraged interaction, interest, and motivation with the content (exercises, task completion, practice, etc.), beyond simple navigation.
5. **Overall.** Overall, the learning program demonstrates a positive impact for the learners and organization.

2. BEST RESULTS OF A LEARNING PROGRAM

The Best Results of a Learning Program for the Learning and Development category is for written descriptions of a workplace-learning program that has obtained desirable results connected to the program goals and improved business outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JyyIHR*

JUDGING CRITERIA
1. **Fit to the Needs.** The learning program effectively aligned to the learning needs and business/organizational situation.
2. **Design of the Program.** The design of this learning program started with a business/organizational goal and effectively supports the learning objectives.
3. **Delivery of the Program.** The training was delivered in a manner that positively influenced the organizational goals and learning results. There was a good process to support the change management efforts.
4. **Measurable Benefits.** The learning program produced measurable benefits and outcomes.
5. **Overall.** Overall, the learning program demonstrates a positive impact for the learners and organization.

3. BEST LEARNING PROGRAM SUPPORTING A CHANGE TRANSFORMATION BUSINESS STRATEGY

The Best Learning Program Supporting a Change Transformation Business Strategy for the Learning category is for written descriptions of how a learning program was developed and implemented to support a major change within the organization. The change may include one or more of following:
- **Mergers and acquisitions**
- **Systems or operating model conversions**
- **Product changes and migrations**
- **Systems consolidation**

DOWNLOAD ENTRY FORM HERE: http://bit.ly/13n06am

JUDGING CRITERIA
1. **Fit to the Needs.** This learning program effectively aligned to the learning needs and business/organizational situation.
2. **Design of the Program.** The design of this learning program started with a business/organizational goal that effectively supported the learning objectives.
3. **Delivery of the Program.** The training was delivered in a manner that positively influenced the organizational goals and learning results. There was a good process to support the change management efforts.
4. **Measurable Benefits.** The learning program produced measurable benefits and outcomes.
5. **Overall.** Overall, the learning program demonstrates a positive impact for the learners and organization.

4. BEST ADVANCE IN CREATING A LEARNING STRATEGY

The Best Advance in Creating a Learning Strategy model for the Learning and Development category is for a written description of a workplace learning strategy and governance model that supports a learning vision and positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1w8w7da*

JUDGING CRITERIA
1. **Fit to the Needs.** The learning strategy is effective and appropriate for the business/organizational learning needs and situation
2. **Design.** The learning strategy was effectively designed and encompassed the following: 1) Vision and Mission: The strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The Learning strategy is clearly defined and includes the elements (resources, processes, technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Governance: The learning function has an effective governance model for priority setting, data gathering, and communication.
3. **Deployment.** The learning strategy was deployed in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The learning strategy produced measurable benefits and outcomes for the organization and learning function.
5. **Overall.** Overall, the learning strategy demonstrates a positive impact for the organization and learning function.

5. BEST ADVANCE IN ESTABLISHING GOVERNANCE TO GUIDE LEARNING DECISIONS

The Best Advance in Establishing Governance to Guide Learning Decisions for the Learning and Development category is for a written description of a workplace learning strategy and governance model that supports a learning vision and positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCFZl*

JUDGING CRITERIA
1. **Fit to the Needs.** The governance model is effective and appropriate to guide learning decisions to align with the goals of the business/organizational needs and situation.
2. **Design.** The governance model was effectively designed and established guidelines for priority setting, data gathering, and communication.
3. **Deployment.** The governance model was deployed in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The governance model produced measurable benefits and outcomes for the organization and learning function.
5. **Overall.** Overall, the governance model demonstrates a positive impact for the organization and learning function.

6. BEST USE OF BLENDED LEARNING

The Best Use of Blended Learning for the Learning and Development category is for written descriptions of a workplace-learning program using two or more delivery methods.   Blended learning combines traditional Instructor Led training (ILT) with a mix of computer based activities. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1z64Da9*

JUDGING CRITERIA
1. **Fit to the Needs.** This blended learning program effectively aligned to the learning needs and situation.
2. **Design of the Blended Learning.** The use of blended learning effectively supported the learning objectives, the working environment, and the organizational outcomes.
3. **Delivery of the Program.** The training programs were delivered successfully through various technologies, approaches and tools; these methods were easy to access, use and apply. There was a good process to support the change management efforts.
4. **Measurable Benefits.** The use of blended learning produced measurable benefits and outcomes for the learner and the organization.
5. **Overall.** Overall, the use of blended learning had a positive impact for the learners and organization, and was an appropriate learning approach.

7. BEST ADVANCE IN COMPETENCIES AND SKILL DEVELOPMENT

The Best Advance in Competencies and Skill Development for the Learning and Development category is for written descriptions of a workplace development program designed to support a competency and/or skill development need within an organization. It should include a description of how the skills and competencies were developed and gaps identified. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1xxNMSb*

JUDGING CRITERIA
1. **Fit to the Needs.** The competency/skill model was developed effectively and is aligned with the business/organizational needs and situation.
2. **Design of the Program.** The learning program was designed to address the competency/skill gaps and support both individual and organizational development objectives.
3. **Delivery of the Program.** The competency/skill assessment and learning program were delivered effectively, and easy to access and apply.
4. **Measurable Benefits.** The competency/skill program produced measurable benefits and outcomes.
5. **Overall.** Overall, the competency/skill program demonstrates a positive impact for the learners and organization.

8. BEST ADVANCE IN LEARNING TECHNOLOGY IMPLEMENTATION

The Best Advance in Learning Technology Implementation for the Learning category is for written descriptions of learning technology implementations that led to positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1xxNKtn*

JUDGING CRITERIA

1. **Fit to the Needs.** The learning technology and its implementation plans aligned with the business/organizational needs and situation.
2. **Design of the Implementation Plan.** The implementation plan was effective and efficient, and appropriate for the audience and organization.
3. **Delivery of the Program.** The delivery of the learning technology is in a manner that positively influenced the organizational goals and learning results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The learning technology and its implementation produced measurable benefits and outcomes for the organization and individual.
5. **Overall.** Overall, the learning technology and its implementation demonstrate a positive impact for the learners and organization.

9. BEST CERTIFICATION PROGRAM

The Best Certification Program for the Learning and Development category is for written descriptions of learning programs that were specifically designed as certification programs. **DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JyyLn4**

JUDGING CRITERIA

1. **Fit to the Needs.** The certification program effectively aligned to the learning needs and business/organization situation.
2. **Design of the Program.** The design of this certification program started with a business/organizational goal and effectively supports the organization and learning objectives.
3. **Delivery.** The delivery of the program is in a manner that positively influenced the organizational goals and learning results.
4. **Measurable Benefits.** The certification program produced measurable benefits and outcomes.
5. **Overall.** Overall, the certification program demonstrates a positive impact for the learners and organization.

10. BEST ADVANCE IN CREATING AN EXTENDED ENTERPRISE LEARNING PROGRAM

The Best Advance in Creating an Extended Enterprise Learning Program for the Learning and Development category is for written descriptions of learning programs that were specifically designed for an audience other than internal employees. The extended enterprise is referred to the "supply or value chain" of the organization that encompasses the community of partners, suppliers, resellers, customers, and other outsourced functions.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1z64Dad

JUDGING CRITERIA

1. **Fit to the Needs.** The extended enterprise-learning program effectively aligned to the learning needs and business/ organization situation.
2. **Design of the Program.** The design of this program started with a business/organizational goal and effectively supports the organization and learning objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the organizational goals and learning results.
4. **Measurable Benefits.** The extended enterprise learning program produced measurable benefits and outcomes.
5. **Overall.** Overall, the extended enterprise program demonstrates a positive impact for the learners and organizational goals.

11. BEST USE OF GAMES AND SIMULATIONS FOR LEARNING

The Best Use of Games or Simulations for Learning category is for written descriptions of a workplace-learning program that includes one or both of the following:

- **• One or several gaming components in the course of an overall learning program (A game should include these elements: structure, challenge, goal, and accomplishments).**
- **• One or several simulation models that illustrate a real-world example or experience.**
  DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCE7F

JUDGING CRITERIA

1. **Fit to the Needs.** The game and its use effectively aligned to the learning needs and situation.
2. **Design of the Game or Simulation.** The use of the game supports the learning objectives and organizational outcomes effectively.
3. **Delivery.** The learning game was easy to access and use. It was appropriate for the audience.
4. **Measurable Benefits.** The use of the game for learning produced measurable benefits and outcomes for both the learning and organizational goals.
5. **Overall.** Overall, the use of the game for learning demonstrates a positive impact for the learners and organization.

12. BEST USE OF MOBILE LEARNING

The Best Use of Mobile Learning for the Learning and Development category is for written descriptions of a workplace learning program that includes content on portable devices such as smart phones, tablets, music players, hand-held computers, hand-held game players, GPS devices, or other mobile tools. *DOWNLOAD ENTRY FORM HERE: http://bit. ly/13MCFIB*

JUDGING CRITERIA

1. **Fit to the Needs. T**he mobile learning effectively aligned to the learning needs and business/organization situation.
2. **Design.** The design of the mobile learning effectively supported the learning objectives and organizational outcomes.
3. **Delivery.** The training was delivered successfully through the mobile technology, which was easy to access and use.
4. **Measurable Benefits.** The use of mobile learning produced measurable benefits and outcomes for the learner and the organization.
5. **Overall.** Overall, the use of mobile learning had a positive impact for the learners and organization, and was an appropriate learning approach.

13. BEST USE OF PERFORMANCE SUPPORT

The Best Use of Performance Support for the Learning and Development category is for written descriptions of a workplace-learning program that provides snippets of information and help at the point of need to aid performance. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1AQEyy5*

JUDGING CRITERIA

1. **Fit to the Needs:** The performance support effectively provided a solution to the learning/performance needs.
2. **Design of the Performance Support.** The design of the performance support clearly aligned with the learning/performance objectives, and was appropriate for the audience.
3. **Delivery.** The performance support was delivered successfully to its user, and it was easy to access and use.
4. **Measurable Benefits.** The use of performance support produced measurable benefits and outcomes for the learner and the organization.
5. **Overall.** Overall, the use of performance support had a positive impact to its user and organization, and was an appropriate learning approach.

14. BEST USE OF SOCIAL COLLABORATIVE LEARNING

The Best Use of Social Collaborative Learning for the Learning and Development category is for written descriptions of a workplace-learning program in which the learners use social tools (also called social media, or Web 2.0/3.0 tools) to create and share content. In social learning the learners connect with each other and create and share content using tools such as blogs, wikis, communities, or other collaborative tools. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCFZ9*

JUDGING CRITERIA

1. **Fit to the Needs.** The use of social/collaborative learning aligned to the learning needs and situation.
2. **Design of the Program.** The use of social learning by the learners effectively supported the learning objectives.
3. **Delivery of the Program.** The social/collaborative learning was delivered successfully to its user.
4. **Measurable Benefits.** The use of social/collaborative learning by the learners produced measurable benefits and outcomes.
5. **Overall.** Overall, the use of social/collaborative learning demonstrates a positive impact to its user and organization.

15. BEST USE OF VIDEO FOR LEARNING

The Best Use of Video for the Learning and Development category is for written descriptions of a workplace learning program that includes video content on learners' computers or mobile devices. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCFZ5*

JUDGING CRITERIA
1. **Fit to the Needs.** The video effectively aligned to the learning needs and business/organization situation.
2. **Design.** The use and design of the video program effectively supported the learning objectives.
3. **Delivery.** The training was delivered successfully through video, and it was easy to access and use.
4. **Measurable Benefits.** The use of video for learning produced measurable benefits and outcomes learners and the organization.
5. **Overall.** Overall, this use of video for learning demonstrates a positive impact to its users and the organization, and it was an appropriate learning approach.

16. BEST USE OF VIRTUAL WORLDS FOR LEARNING

The Best Use of Virtual Worlds for the Learning and Development category is for written descriptions of a workplace learning program that includes the use of a virtual world, such as Second Life, for learning.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCFIP

JUDGING CRITERIA
1. **Fit to the Needs.** The virtual world effectively aligned to the learning needs and business/organization situation.
2. **Design.** The use and design of the virtual world effectively supported the learning objectives.
3. **Delivery.** The learning provided through the virtual world was successfully delivered, and easy to access and use.
4. **Measurable Benefits.** The use of a virtual world for learning produced measurable benefits and outcomes.
5. **Overall.** Overall, the use of a virtual world for learning demonstrates a positive impact to its users and the organization, and it was an appropriate learning approach.

17. BEST ADVANCE IN COMPLIANCE TRAINING

The Best Advance in Compliance Training for the Learning and Development category is for written descriptions of learning programs that were specifically designed to address a compliance driven learning objective.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1z64FyQ

JUDGING CRITERIA
1. **Fit to the Needs.** The compliance training effectively aligned to the learning needs and business/organization situation.
2. **Design of the Program.** The design of this compliance training program started with a business/organizational goal and effectively supports the compliance objectives.
3. **Delivery of the Program.** The training was delivered in a manner that positively influenced the organizational goals and learning results.
4. **Measurable Benefits.** The training program produced measurable benefits and outcomes.
5. **Overall.** Overall, the compliance training program demonstrate a positive impact for the learners and organization.

18. BEST USE OF SECTION 508 REQUIREMENTS FOR TRAINING PLATFORMS

The Best Use of Section 508 Requirements for Training Platforms for the Learning and Development category is for written descriptions of learning programs that incorporate Section 508 elements, which make the learning accessible to audiences with disabilities. (Best Accessibility Solution). *DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCEnZ*

JUDGING CRITERIA

1. **Fit to the Needs.** The 508 requirement elements effectively address the functional performance criteria and facilitate the special learning needs of impaired users.
2. **Design of the Program.** The design of this training program provides a comprehensive approach to accessibility, taking into consideration challenges for learners with disabilities. Describe in detail what elements were added to make the program meet the 508 requirements.
3. **Delivery.** The training delivery provided an accessible user experience that met the stated learning outcomes.
4. **Measurable Benefits.** The training program produced measurable benefits and outcomes.
5. **Overall.** Overall, the training program demonstrates an effective learning solution that provides an accessible and engaging experience for individuals with disabilities.

19. BEST ADVANCE IN LEARNING MEASUREMENT

The Best Advance in Learning Measurement for the Learning and Development category is for written descriptions of workplace learning measurement programs that assess the learning outcomes and organizational impact of a learning program or learning function. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/13MCFIJ*

JUDGING CRITERIA

1. **Fit to the Needs.** The measurement model is effective and appropriate for the learning strategy and the business/ organizational needs and situation.
2. **Design of the Program.** The measurement model was effectively designed and implemented to the appropriate for the audience and organization.
3. **Delivery of the Program.** The measurement model was delivered in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The learning measurement approach and its implementation produced measurable benefits and outcomes for the organization and learning function.
5. **Overall.** Overall, the learning measurement approach and its implementation demonstrate a positive impact for the organization and learning function.

20. BEST LEARNING TEAM

The Best Learning Team for the Learning and Development category is for written descriptions of the teamwork and accomplishments of a team of learning professionals in workplace learning. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/13n04iS*

JUDGING CRITERIA
1. **Fit to the Needs.** An effective learning team was created to meet the business/organizational needs and situation.
2. **Learning Approaches.** The team encompasses the following: 1)Teamwork: The team of learning professionals works effectively together to provide learning services to its user organization. 2) Leveraging of Resources: The team of learning professionals makes the best use of its available resources. 3) New Approaches: This team of learning professionals makes excellent use of new learning approaches and models.
3. **Delivery of Solution.** The learning solutions was delivered successfully by the team to its audiences.
4. **Measurable Benefits.** The team of learning professionals' produces measurable benefits and outcomes.
5. **Overall.** Overall, the team of learning professionals demonstrates a positive impact for its user audience and organization.

21. BEST TEAM DEVELOPMENT PROGRAM

The Best Team Development Program for the Learning and Development category that best describes excellence in development for the entire executive team, management team or cross-functional team rather than the development of an individual. Provide written descriptions of the program that was implemented to foster greater alignment and productivity of the team. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JyyLmO*

JUDGING CRITERIA
1. **Fit to the Needs.** The Team Development Program is aligned with the business/organizational needs and situation. You have conceptualized your executive team as a system of interrelated relationships rather than independent individuals; these interrelated teams affected the functioning groups or organization in positive ways.
2. **Design of the Program.** The program designed aligned with the culture of the organization and team; the activities used in the program successfully facilitated team building and the coaching initiatives' that were delivered help to achieve team development (different from team building). The use of an effective assessment model in assessing, defining and measuring the functioning of your c- suite and executive level teams. The assessment tools that were developed were able to facilitate dialogue and better communication amongst team members and develop team members specific to the team dynamic through executive and relationship coaching.
3. **Delivery of the Program.** The delivery of the team development program is in a manner that positively influenced the organizational goals and learning results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The benchmarks and outcomes were established and successfully achieved by the executive team. Subjective feedback was received from team members about their satisfaction and sense of productivity in the team.
5. **Overall.** Positive perception from the executive management or the board in terms of team cohesiveness, alignment and productivity

22. BEST UNIQUE OR INNOVATIVE LEARNING AND DEVELOPMENT PROGRAM

The Best Unique or Innovative Learning and Development Program for the Learning and Development category is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. If you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1xxNKcQ*

JUDGING CRITERIA

1. **Fit to the Needs.** The learning program was innovative and effectively aligned to the learning needs and business/organization situation.
2. **Design of the Program.** The design of the program started with a business/organizational goal and effectively supports the organization and learning objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the organizational goals and learning results.
4. **Measurable Benefits.** The learning program produced measurable benefits and outcomes.
5. **Overall.** Overall, the program demonstrates a positive impact for the learners and organizational goals.

Talent Management

EXCELLENCE IN
TALENT MANAGEMENT

14 CATEGORIES

WHO CAN ENTER?

Training, learning, talent, HR or other related department can either enter **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

Brandon Hall
—— G R O U P ——

1. BEST ADVANCE IN CREATING A TALENT STRATEGY

The Best Advance in Creating a Talent Management Strategy in the Talent Management category is for a written description of a workplace talent strategy that supports an organizational vision and creates positive organizational outcomes. Specifically this includes a description of the integrated HR processes and employee/talent lifecycle models that support a talent strategy such as:

- Performance Management
- Talent Acquisition
- Learning Management
- Succession and Career Management
- Rewards and Compensation
- Workforce Management and Workforce Planning

DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVCMSc

JUDGING CRITERIA
1. **Fit to the Needs.** The talent strategy is effective and appropriate for the business/organizational needs and situation.
2. **Design.** The talent strategy was effectively designed and encompassed the following: 1) Vision and Mission: The talent strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The talent strategy is clearly defined and includes the elements (resources, processes, and technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Governance: The talent strategy has an effective governance model for priority setting, data gathering, and communication.
3. **Deployment.** The talent strategy was deployed in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The strategy demonstrates to have measurable benefits and outcomes for the employees and organization.
5. **Overall.** Overall, the talent strategy demonstrates a positive impact on the organization and its goals.

2. BEST ADVANCE IN TALENT MANAGEMENT TECHNOLOGY IMPLEMENTATIONS

The Best Advance in Talent Management Technology Implementations in the Talent Management category is for written descriptions of workplace-talent management technology implementations that led to positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1CeCAvt*

JUDGING CRITERIA
1. **Fit to the Needs.** The talent technology and its implementation plans aligned with the business/organizational needs and situation.
2. **Design of the Implementation Plan.** The implementation plan was effective and efficient, and appropriate for the audience and organization.
3. **Change Management.** There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The talent technology and its implementation produced measurable benefits and outcomes for the organization and individual.
5. **Overall.** Overall, the talent technology and its implementation demonstrate a positive impact for the employees and organization.

3. BEST ADVANCE IN PERFORMANCE MANAGEMENT

The Best Advance in Performance Management in the Talent Management category is for a written description of a workplace strategy and approach to managing performance of an organizations workforce that supports improved employee performance and positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JA6wEh*

JUDGING CRITERIA

1. **Fit to the Needs.** The performance management process effectively aligned to the organization's talent needs and situation.
2. **Design of the Process.** The performance management process effectively supported the talent objectives.
3. **Integration.** The performance management process effectively aligned with the organization's talent management strategy and other talent processes.
4. **Measurable Benefits.** The performance management process demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the performance management process had a positive impact on the larger organization.

4. BEST ADVANCE IN SUCCESSION AND CAREER MANAGEMENT

The Best Advance in Succession and Career Management approach in the Talent Management category is for a written description of a workplace strategy and approach to managing career succession of an organizations leadership, key talent, and employee workforce that supports an organizational vision and creates positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1CeCAvr*

JUDGING CRITERIA

1. **Fit to the Needs.** The succession and career management process effectively aligned to the organization's talent needs and situation.
2. **Design of the Process.** The succession and career management process effectively supported the talent objectives.
3. **Integration.** The succession and career management process effectively aligned with the organization's talent management strategy and other talent processes.
4. **Measurable Benefits**. The succession and career management process demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the succession and career management process had a positive impact on the larger organization.

5. BEST ADVANCE IN HIGH POTENTIAL DEVELOPMENT

The Best Advance in High Potential Development for the Talent Management category is for a written description of a workplace strategy to measure, manage, and improve the selection and development of high potential employees.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1GFhrdJ

JUDGING CRITERIA

1. **Identification.** The organization's high potential development strategy is rooted in a clear process and criteria for identification of high potentials. The identification and selection process is shared broadly throughout the organization and all employees well understand the requirements for consideration of inclusion in high potential development.
2. **Preparation and Expectations.** There is a clear identification and selection process and criteria in place, the organization and the high potentials clearly understand the high potential development process, e.g. over what time it stretches, and what successful completion of it means.
3. **Participation.** High potential development is a combined responsibility between executives and other business leaders, HR, and the high potentials. Development means targeted programs or solutions, job rotations and/or special assignments that likely mean lateral even downward short-term or temporary assignments to build and master required experiences. Development is based on the high potential's strengths and regular check-ins between the high potential and his leader(s) occur to ensure expectations and development progress stay on track.
4. **Transition.** As high potentials complete the targeted development and transition into the new role, the organization is providing appropriate transition support (continued development, coaching, mentoring, support tools, time with senior leaders, etc.) to prevent derailment, and/or mitigate it quickly if it does occur.
5. **Impact.** The organization is measuring the business impact of the high potential development experience to monetize its investment in the development versus the accelerated contribution of the newly placed high potential.

6. BEST ADVANCE IN ASSESSMENT UTILIZATION TO GUIDE TALENT DECISIONS

The Best Advance in Assessment Utilization to Guide Talent Decisions for the Talent Management category is for a written description of a workplace strategy and approach to using assessments the pre- and post-hire phases and throughout the employee lifecycle to capture indication of current performance and future potential.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVCNp2

JUDGING CRITERIA

1. **Strategic Alignment.** The organization's talent assessment strategy offers context on how assessments should be used and what their intended purpose is. Further, assessments are utilized in the pre- and post-hire phases and throughout the employee lifecycle to capture indication of current performance and future potential.
2. **Current Performance.** The assessment strategy was designed in alignment with the organization's competency model to ensure ongoing alignment between current business performance and talent assessment results. Employee lifecycle assessment results are regularly linked to organizational performance metrics and current performance results are regularly communicated for continuous improvement.
3. **Future Performance.** The assessment strategy enables ongoing assessment of current talent performance as well as prediction of potential talent performance for purposes of mitigating talent performance risk in a proactive fashion. The organization is leveraging continuous assessment to formulate a culture of accountability and has introduced a change management strategy to help instill the high-performance culture.
4. **Impact.** The assessment strategy has been proven to be unbiased, valid, and statistically significant. Results from the strategy have shown clear and measurable benefits and outcomes in several talent lifecycle processes.
5. **Overall.** The assessment strategy is fully mature with well documented business impact on significant KPIs in all talent lifecycle processes (e.g. Internal promotion rate, turnover rate, engagement scores, time to productivity of new hires) as well as to key business KPIs (e.g. Revenue, profit margin, defect rate).

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7. BEST ADVANCE IN COMPETENCY MANAGEMENT

The Best Advance in Competency Management for the Talent Management category is for a written description of a workplace strategy and approach to developing a competency strategy and model that encompasses core competencies that are reflective of the organization's culture and values, and leadership competencies, which shape the behaviors and traits that are required of leaders at all levels for successful performance. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1CeCAvy*

JUDGING CRITERIA

1. **Strategic Alignment.** The organization has identified job roles and talent segments that are the highest priority for business success. The organization has identified the eligibility (skills, knowledge, certifications) and suitability (behaviors, traits, competencies, capabilities) factors that are required for success in all job roles and talent segments prioritizing key job roles and critical talent segments.
2. **Design.** The competency strategy includes selection of a minimal number of a) core competencies and b) leadership competencies that drive acceleration of the organization's business goals and align with the corporate culture. The core competencies are reflective of the organization's culture and values. The leadership competencies shape the behaviors and traits that are required of leaders at all levels for successful performance.
3. **Proficiency.** The competency model is mature by defining proficiency levels of mastery to each competency and in alignment with the level of the leader/employee who is expected to demonstrate mastery of the competency.
4. **Implementation.** The organization implements the competency strategy within the broader talent management strategy using competency profiles and competency assessment. The organization successfully uses a competency model via competency profiles and competency assessment to improve job performance, better identification of training requirements, better results from recruiting and facilitated succession management.
5. **Overall.** The competency strategy is fully mature with well documented business impact on significant KPIs in all talent lifecycle processes (e.g. Internal promotion rate, turnover rate, engagement scores, time to productivity of new hires) as well as to key business KPIs (e.g. Revenue, profit margin, defect rate).

8. BEST ADVANCE IN ESTABLISHING GOVERNANCE TO GUIDE TALENT DECISIONS

The Best Advance in Establishing Governance to Guide Talent Decisions for the Talent Management category is for a written description of a workplace talent strategy and governance model that supports a talent vision and positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKb8x8*

JUDGING CRITERIA

1. **Fit to the Needs.** The governance model is effective and appropriate to guide talent decisions to align with the goals of the business/organizational needs and situation.
2. **Design.** The governance model was effectively designed and established guidelines for priority setting, data gathering, and communication.
3. **Deployment.** The governance model was deployed in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The governance model produced measurable benefits and outcomes for the organization and talent function.
5. **Overall.** Overall, the governance model demonstrates a positive impact for the organization and talent function.

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9. BEST ADVANCE IN BIG DATA TO INFORM AND PREDICT TALENT STRATEGY

The Best Advance in Talent Management Data Integration for the Talent Management category is for written descriptions of how the integration of talent data among talent processes and the enablement of the processes via technology exposes transparently of talent data, which demonstrates measurable benefits and outcomes particularly as they relate to organizational efficiency and effectiveness, business alignment and prediction of future talent requirements.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JA6ywa

JUDGING CRITERIA
1. **Strategic Alignment.** There is integration of data among talent processes (e.g. Talent acquisition, performance management, career management, succession management, learning & development, leadership development). The data provides an understanding of the current and future talent requirements of the organization.
2. **Design and Delivery.** 1) Scope of Integration: Talent data among all talent processes is mostly integrated. 2) Technology Enablement: Talent data among all talent processes is usually fully visible across the enterprise because of technology enablement. The combination of 1) and 2) allow organizational leadership to usually make informed talent decisions about current talent needs and predict talent requirements for the sustained successful operations of the business into the future.
3. **Change Management.** As a result of 1) and 2) above being fully mature, an effective change management strategy has also been implemented allowing some documentation of positive organizational outcomes.
4. **Measurable Benefits.** The integration of talent data among all talent processes and the enablement of the processes via technology exposes transparently of the talent data and future talent requirements for informed and predictive decisions. The integration of talent data demonstrates measurable benefits and outcomes particularly as they relate to organizational efficiency and effectiveness.
5. **Overall.** The integration of talent data among talent processes and the enablement of the processes via technology exposes transparently of talent data, which demonstrates measurable benefits and outcomes particularly as they relate to organizational efficiency and effectiveness, business alignment and prediction of future talent requirements.

10. BEST ADVANCE IN EMPLOYEE ENGAGEMENT

The Best Advance in Employee Engagement for the Talent Management category is for a written description of a workplace strategy to measure, manage, and improve employee engagement that supports an organizational vision and creates positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1AqIjME*

JUDGING CRITERIA
1. **Fit to the Needs.** The engagement model and strategy aligned to the business need of the organizations.
2. **Design and Delivery of the Model.** The approach to assessing, managing, and improving engagement is effective and supports the organization and talent objectives.
3. **Integration.** The engagement program was effectively aligned with the organization's talent management strategy and talent processes.
4. **Measurable Benefits.** The engagement approach obtains measurable benefits and organizational outcomes.
5. **Overall.** Overall, the engagement approach had a positive impact for employees and the larger organization.

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11. BEST ADVANCE IN MEASURING THE IMPACT OF A TALENT STRATEGY

The Best Advance in Measurement the Impact of a Talent Strategy for the Talent Management category is for written descriptions of the impact of a talent strategy that contributes impressive and sustained (over multiple years) business results improvement in key business metrics. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1GFhqq3*

JUDGING CRITERIA

1. **Fit to the Needs.** The talent strategy is a significant contributor to the organization's impressive and sustained (over multiple years) business results improvement in key business metrics like revenue, profit margin growth, defect rate as well as key talent metrics like engagement, turnover, productivity, etc.

2. **Design.** Integration of talent processes — transactional (e.g comp and benefits, wellness, safety) and lifecycle (workforce planning and analytics, competency management, talent acquisition, L&D, leadership development, career management, succession management, performance management) — are well designed in alignment with the organization's business strategy. They are fully integrated and adopted across the enterprise making a significant contribution to improving operational efficiency. Talent data between processes is shared enabling accurate assessment of current talent capability.

3. **Predictive.** HR predictive capability enables organizations to mitigate talent performance risk in a proactive fashion. The organization has fully adopted a culture of continuous performance improvement and accountability. In so doing, they hold managers and employees accountable for performance and are making informed talent mobility and development decisions on a regular basis to keep engagement and retention levels high of top talent.

4. **Measurable Benefits.** Results from a fully mature talent strategy are showing a measurable impact on business results. These results are transformational - top and bottom line business metrics are beginning to show year over year improvement.

5. **Overall.** Overall, the impact of the talent strategy demonstrates positive and sustained (over multiple years) business results improvement in key business metrics.

12. BEST TEAM DEVELOPMENT PROGRAM

The Best Team Development Program for the Talent Management category that best describes excellence in development for the entire executive team, management team or cross-functional team rather than the development of an individual. Provide written descriptions of the program that was implemented to foster greater alignment and productivity of the team. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1HgzPIg*

JUDGING CRITERIA

1. **Fit to the Needs.** The Team Development Program is aligned with the business/organizational needs and situation. You have conceptualized your executive team as a system of interrelated relationships rather than independent individuals; these interrelated teams affected the functioning groups or organization in positive ways.

2. **Design of the Program.** The program designed aligned with the culture of the organization and team; the activities used in the program successfully facilitated team building and the coaching initiatives' that were delivered help to achieve team development (different from team building). The use of an effective assessment model in assessing, defining and measuring the functioning of your c- suite and executive level teams. The assessment tools that were developed were able to facilitate dialogue and better communication amongst team members and develop team member's specific to the team dynamic through executive and relationship coaching.

3. **Delivery of the Program.** The delivery of the team development program is in a manner that positively influenced the organizational goals and learning results. There was an effective change management strategy that produced positive organizational outcomes.

4. **Measurable Benefits.** The benchmarks and outcomes were established and successfully achieved by the executive team. Subjective feedback was received from team members about their satisfaction and sense of productivity in the team.

5. **Overall.** Positive perception from the executive management or the board in terms of team cohesiveness, alignment and productivity.

13. BEST ADVANCE IN EMPLOYEE RECOGNITION PROGRAM

The Best Advance in Employee Recognition Program in the Talent Management category is for a written description of a workplace strategy and approach to rewarding and recognizing an organizations workforce that supports improved performance, and creates positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKb8gE*

JUDGING CRITERIA

1. **Fit to the Needs.** The employee recognition process effectively aligned to the organization's talent needs and situation.
2. **Design and Delivery of the Program.** The employee recognition process effectively supported the talent objectives.
3. **Integration.** This employee recognition process effectively aligned with the organization's talent management strategy and other talent processes.
4. **Measurable Benefits.** This employee recognition process demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, this employee recognition had a positive impact on the organization.

14. BEST UNIQUE OR INNOVATIVE TALENT MANAGEMENT PROGRAM

The Best Unique or Innovative Talent Management Program for the Talent Management category is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. If you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKbaF8*

JUDGING CRITERIA

1. **Fit to the Needs.** The talent program was innovative and effectively aligned to the talent needs and business/organization situation.
2. **Design of the Program.** The design of the program started with a business/organizational goal and effectively supports the organization and talent objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the organizational goals and talent results.
4. **Measurable Benefits.** The program produced measurable benefits and outcomes.
5. **Overall.** Overall, the program demonstrates a positive impact for the business and talent goals of the organization.

Leadership Development

EXCELLENCE IN LEADERSHIP DEVELOPMENT

9 CATEGORIES

WHO CAN ENTER?

Training, learning, talent, HR or other related department can either enter **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

1. BEST ADVANCE IN LEADERSHIP DEVELOPMENT

The Best Advance in Leadership Development for the Leadership Development category is for the written descriptions of best practices in developing and delivering an effective leadership development program.

More specifically, the Best Leadership Development Program category is for written descriptions an organizations leadership development strategy and the programs that may include the following:

- **Individual coaching or mentoring**
- **Development of high potentials**
- **Competency-based training**
- **Training for managers or supervisors**
  DOWNLOAD ENTRY FORM HERE: http://bit.ly/1GFjdeM

JUDGING CRITERIA

1. **Fit to the Needs.** This leadership development program effectively aligned to the learning needs and situation.
2. **Design and Delivery of the Program.** The leadership development program supports the leadership development goals and learning objectives.
3. **Adoption of the Program.** The leadership development program was well received and adopted by the organizations leaders.
4. **Measurable Benefits.** The leadership development program achieved measurable benefits and outcomes for the participants and organization.
5. **Overall.** Overall, the leadership development program had a positive impact for the participants and organization.

2. BEST ADVANCE IN LEADERSHIP DEVELOPMENT STRATEGY

The Best Advance in Leadership Development Strategy for the Leadership Development category is for the written descriptions of best practices in developing a leadership strategy to help bridge the gap between business strategy and business performance. The strategy should define all that is required of leaders to ensure success in the organization's performance goals, the plan for ensuring a strong and sustainable pipeline, and the development plans for each leader, each leader segment, and the collective leadership of the organization. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1AqJDyX*

JUDGING CRITERIA

1. **Fit to the Needs.** The leadership strategy effectively aligned to the learning needs and situation. The leadership strategy was able to bridge the gap between business strategy and business performance. The strategy defined how many leaders an organization needs, the type of leaders needed, where they are needed, the skills and behaviors required of leaders to ensure success in the organization's performance goals, the plan for ensuring a strong and sustainable pipeline, and the development plans for each leader, each leader segment, and the collective leadership of the organization.
2. **Design.** The leadership strategy was effectively designed and encompassed the following: 1) Vision and Mission: The leadership strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The talent strategy is clearly defined and includes the elements (resources, processes, and technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Governance: The leadership strategy has an effective governance model for priority setting, data gathering, and communication.
3. **Deployment.** The leadership strategy was deployed in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The leadership strategy has shown to have measurable benefits and outcomes for the employees and organization.
5. **Overall.** Overall, the leadership strategy demonstrates a positive impact on the organization and its goals.

3. BEST ADVANCE IN LEADERSHIP DEVELOPMENT COMPETENCY MODELS

The Best Advance in Leadership Development Competency Models for the Leadership Development category is for the written descriptions of best practices in developing leadership competency models. The leadership competency strategy is fully mature with well-documented business impact on significant KPIs in all talent lifecycle processes as well as to key business KPIs. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1HgBwW0*

JUDGING CRITERIA

1. **Strategic Alignment.** The organization has identified the critical leader segments and the specific leader roles at all levels and has defined the skills that will be required for success in each of those leader segments and roles. Specifically, the organization has identified the eligibility (skills, knowledge, certifications) and suitability (behaviors, traits, competencies, capabilities) factors that are required for success in these critical leader segments and job roles.

2. **Design.** The leadership competency strategy includes selection of a minimal number of a) core competencies and b) leadership competencies that drive acceleration of the organization's business goals and align with the corporate culture. The core competencies are reflective of the organization's culture and values. The leadership competencies shape the behaviors and traits that are required of leaders at all levels for successful performance.

3. **Proficiency.** The leadership competency model has been designed inclusive of the short-list of core, leadership, and functional (technical) competencies that drive achievement of business goals. The model is matured by defining proficiency levels of mastery to each competency and in alignment with the level of the leader/employee who is expected to demonstrate mastery of the competency. This leadership competency assessment strategy enables organizations to identify those leaders with the highest leadership advancement potential.

4. **Implementation.** The organization implements the competency strategy within the broader talent management strategy using competency profiles and competency assessment. The competency profiles allow leadership to match candidates to jobs more effectively. Competency assessment allows an evaluation of candidates to see how closely their skills, knowledge, abilities, experiences, behaviors match the (current and future) requirements listed in the competency profile.

5. **Overall.** The leadership competency strategy is fully mature with well-documented business impact on significant KPIs in all talent lifecycle processes (e.g. Internal promotion rate, turnover rate, engagement scores, time to productivity of new hires) as well as to key business KPIs (e.g. Revenue, profit margin, defect rate).

4. BEST ADVANCE IN EXECUTIVE DEVELOPMENT

The Best Advance in Executive Development for the Leadership Development category is for the written descriptions of best practices in developing executives. Executive development should impact the business, specifically lagging and leading indicators including significant KPIs in all talent lifecycle processes as well as key business KPIs.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1AqJCLn

JUDGING CRITERIA

1. **Strategic Understanding.** Organizations most successful in executive development first understand the critical leadership proficiencies essential for the next 12 to 18+ months in our VUCA business environment. These organizations have a keen understanding of how to manage generational differences, how to lead in a global economy, how to leverage technology to develop leadership capability, the importance of collective leadership capability enabled by social tools, and the development of leaders via a combination of targeted development in alignment with critical leadership competencies as well as mobility to grow experience vertically and horizontally.

2. **Design.** Executive education is more than a collection of competencies mastered, functional skills and even rotations and special assignments completed. It is a process unfolding over time that enables self-reflection and substantive dialogue and networking about one's behaviors, traits, and emotional mastery. The executive education solutions should not focus on technical expertise, but on team leadership and relationship skills.

3. **Proficiency.** In addition to intensive self-reflection, executive education exists for the purpose of producing executives with broad social awareness, who are adaptive and critical thinkers, capable of making informed decisions with the capacity for personal and responsible development, and know how to build and sustain collaborative and accountable cultures. Top development approaches will include networking opportunities, coaching and mentoring.

4. **Implementation.** Executive education is fully transformed from a focus on cognitive learning in the traditional off-site classroom to a holistic peer-to-peer in-person and virtual, social learning community emphasizing participative involvement, one to one coaching, and application learning embracing innovation, culture change, collaboration, diversity and de-emphasizing technical competence, control, evaluative critique, and excessive approval seeking. Change management and measurement strategies that accompany implementation of executive education solutions will be essential in ensuring the business impact of executive education.

5. **Overall.** Executive education is regularly measured for its impact on the business, specifically lagging and leading indicators including significant KPIs in all talent lifecycle processes (e.g. Internal promotion rate, turnover rate, engagement scores, time to productivity of new hires) as well as key business KPIs (e.g. Revenue, profit margin, defect rate).

5. BEST ADVANCE IN COACHING AND MENTORING

The Best Advance in Coaching and Mentoring in the Leadership Development category is for a written description of a workplace program and approach to mentoring, knowledge sharing and structured social learning at an enterprise or group level, that creates positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JA84hA*

JUDGING CRITERIA

1. **Fit to the Needs.** The coaching and mentoring program effectively aligned to the organizational needs and situation.

2. **Design and Delivery of the Program.** The coaching and mentoring program supports the organizations goals for knowledge sharing and social learning.

3. **Adoption of the Program.** The coaching and mentoring program was well received and adopted by the organization, and used effectively.

4. **Measurable Benefits.** The coaching and mentoring program achieved measurable benefits and outcomes for the participants and organization.

5. **Overall.** Overall, the coaching and mentoring program had a positive impact for the participants and organization.

6. BEST ADVANCE IN TALENT MOBILITY

The Best Advance in Talent Mobility for the Leadership Development category is for the written descriptions of best practices in developing a talent mobility strategy that accelerates the organization's performance on business metrics and the employees' engagement and productivity. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1HgBzkP*

JUDGING CRITERIA

1. **Strategic Alignment.** The organization is able to move talent, temporarily or permanently, across geographies, industry sectors, functions, roles, organizations as well as move jobs to the people. Talent mobility is a critical element of development to build and expand requisite experiences to help close skill gaps and fill talent shortages. To be most effective, talent mobility is combined with workforce planning, leadership development, and succession management to diversify talent pools and align organizational talent needs with individual career aspirations.
2. **Design and Delivery.** The organization is has the ability to mobilize and access talent in order to be competitive and outperform your peers. Talent mobility includes training for basic skill mastery, career development, up-skilling to close skill gaps, which enables your organization to improve workforce planning, standardizing on requisite performance and potential performance, aligning business needs with talent strengths and aspirations.
3. **Change Management**. Implementation of an effective talent mobility strategy requires a clear and common understanding of the strategy across the enterprise, established incentives for participation, strong talent governance that defines who leads the strategy and what information and shared with participants, talent data shared among all talent processes, and continual assessment of the progress of mobility strategy participants and business results.
4. **Measurable Benefits.** The talent mobility strategy should by provide framing for potential mobility benefits detailing potential outcomes in economic and business terms. The strategy should provide fact-based research and defensible arguments for the mobility assignments. The organization should document the engagement and commitment that is often improved when employees are invited to participate in the organization's mobility strategy.
5. **Overall.** The full adoption and deployment of a lateral mobility strategy accelerates the organization's performance on business metrics and the employees' engagement and productivity.

7. BEST ADVANCE IN ESTABLISHING GOVERNANCE TO GUIDE LEADERSHIP AND LEADERSHIP DEVELOPMENT DECISIONS

The Best Advance in Establishing Governance to Guide Leadership Development Decisions for the Leadership Development category is for a written description of a workplace leadership strategy and governance model that supports the leadership vision and positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1vbKPki*

JUDGING CRITERIA

1. **Fit to the Needs.** The governance model is effective and appropriate to guide leadership decisions to align with the goals of the business/organizational needs and situation.
2. **Design.** The governance model was effectively designed and established guidelines for priority setting, data gathering, and communication.
3. **Deployment.** The governance model was deployed in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The governance model produced measurable benefits and outcomes for the organization and leadership.
5. **Overall.** Overall, the governance model demonstrates a positive impact for the organization and leadership function.

8. BEST ADVANCE IN MEASURING THE IMPACT OF LEADERSHIP DEVELOPMENT

The Best Advance in Measuring the Impact of Leadership Development for the Leadership Development category is for written descriptions of the measurement model created to effectively measure the impact the leadership development program. The leadership development program demonstrates a positive impact on the organization and its goals.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVDSgx

JUDGING CRITERIA

1. **Fit to the Needs.** The measurement model is effective and appropriate for the leadership development program and the business/organizational needs and situation.
2. **Design.** The measurement model was effectively designed and implemented to the appropriate for the audience and organization.
3. **Delivery.** The measurement model was delivered in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The measurement approach demonstrates measurable benefits and outcomes for the leadership program.
5. **Overall.** Overall, this leadership development program had a positive impact on the organization and its goals.

9. BEST UNIQUE OR INNOVATIVE LEADERSHIP PROGRAM

The Best Unique or Innovative Leadership Development Program for the Leadership Development category is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. If you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1z70jrd*

JUDGING CRITERIA

1. **Fit to the Needs.** The leadership program was innovative and effectively aligned to the learning needs and business/organization situation.
2. **Design of the Program.** The design of the leadership program started with a business/organizational goal and effectively supports the organization and talent objectives.
3. **Delivery of the Program.** The delivery of the leadership program is in a manner that positively influenced the organizational goals and talent results.
4. **Measurable Benefits.** The leadership program produced measurable benefits and outcomes.
5. **Overall.** Overall, the program demonstrates a positive impact for the leadership goals of the organization.

EXCELLENCE IN TALENT ACQUISITION

8 CATEGORIES

WHO CAN ENTER?

Training, learning, talent, HR or other related department can either enter **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

1. BEST ADVANCE IN TALENT ACQUISITION PROCESS

The Best Advance in Talent Acquisition Process for the Talent Acquisition category is for written descriptions of best practices in the process of hiring. More specifically, leaders should be able to manage the hiring process and effectively acquire the right types of people based on competencies and corporate alignment. The applicant should include descriptions of the process, tools, and technology that help to make the hiring of employees effective and efficient.
DOWNLOAD ENTRY FORM HERE: http://bit.ly/1AqKsYx

JUDGING CRITERIA

1. **Fit to the Needs.** The talent acquisition process effectively aligned to the organization's talent needs and situation.
2. **Design and Delivery.** The talent acquisition process effectively supported the talent objectives.
3. **Integration.** The talent acquisition process effectively aligned with the organization's talent management strategy and other talent processes.
4. **Measurable Benefits.** The talent acquisition process demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the talent acquisition process had a positive impact on the larger organization.

2. BEST NEW HIRE ONBOARDING PROGRAM

The Best New Hire Onboarding Program in the Talent Acquisition category is for written descriptions of best practices for onboarding new employees into the organization. More specifically, the Best Onboarding Program category is for written descriptions that include examples of the process, tools, and technology used to make onboarding effective and efficient. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JA91qp*

JUDGING CRITERIA

1. **Fit to the Needs.** The onboarding program effectively aligned to the organizations needs and situation.
2. **Design and Delivery of the Program.** The onboarding program supports the organization and talent objectives.
3. **Engagement.** The program was successful in engaging new employees and getting them efficiently acclimated to the new organization.
4. **Measurable Benefits.** The onboarding program demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the onboarding program had a positive impact for the new employees and organization.

3. BEST SOCIAL TALENT ACQUISITION STRATEGY

The Best Social Talent Acquisition Strategy for the Talent Acquisition category is for written descriptions of best practices in the process of hiring using social technologies. More specifically, leaders should be able to manage the hiring process and effectively acquire the right types of people based on competencies and corporate alignment. The applicant should include descriptions of the process, tools, and technology that help to make the hiring of employees effective and efficient. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1Ck5QOl*

JUDGING CRITERIA

1. **Fit to the Needs.** The social talent acquisition strategy effectively aligned to the organization's talent needs and situation. The strategy included a plan to accomplish the following: attract more talent, connect with passive candidates, hire better talent, gain exposure for open jobs, and strengthen employer brand.
2. **Design and Delivery.** The social talent acquisition strategy effectively supported the talent acquisition objectives.
3. **Integration.** The social talent acquisition strategy effectively aligned with the organization's talent acquisition strategy and other talent acquisition processes.
4. **Measurable Benefits.** The social talent acquisition process demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the social talent acquisition process had a positive impact on the organization.

4. BEST RECRUITMENT MARKETING AND EMPLOYER BRANDING PROGRAM

The Best Recruitment Marketing and Employer Branding Program for the Talent Acquisition category is for written descriptions of best practices in developing a program that included these following success drivers: clear and cohesive strategy, messaging to the market about a compelling and authentic brand, how the company focused on engagement over broadcast, and how the company created a culture of measurement. The recruitment marketing and employer branding program had a positive impact on the organization. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVEG5c*

JUDGING CRITERIA

1. **Fit to the Needs.** The recruitment marketing/employer branding program effectively aligned to the organization's talent acquisition needs and situation.
2. **Design.** The design of the program included the following approaches: content marketing, use of candidate relation management (CRM), employer brand management, social media marketing, and search engine marketing (SEM).
3. **Deployment.** The program clearly stated how they deployed the following success drivers: clear and cohesive strategy, messaging to the market about a compelling and authentic brand, how the company focused on engagement over broadcast, and how the company created a culture of measurement.
4. **Measurable Benefits.** The recruitment marketing/employer branding program demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, The recruitment marketing/employer branding program had a positive impact on the organization.

5. BEST CANDIDATE EXPERIENCE

The Best Candidate Experience in the Talent Acquisition category is for written descriptions of best practices for creating a strategy for improving the candidate experience. The entry should provide details on how the organization leveraged social, mobile and video technologies to help build talent communities to connect, engage, and develop relationships. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVEFOM*

JUDGING CRITERIA

1. **Fit to the Needs.** The approaches and technologies used to improve the candidate experience effectively aligned to the organization's talent acquisition needs.
2. **Design.** The strategy included the effective use of social, mobile and video technologies to help build talent communities to connect, engage, and develop relationships.
3. **Deployment.** The strategy clearly stated how they deployed the approaches and technologies to improve the candidate experience.
4. **Measurable Benefits.** The candidate experience was effectively improved and the organization was able to identify greater results in the recruiting process.
5. **Overall.** Overall, The improvement of the candidate experience had a positive impact on the recruitment process in the organization.

6. BEST SOURCING AND ASSESSMENT STRATEGY

The Best Sourcing and Assessment Strategy in the Talent Acquisition category is for written descriptions of best practices for creating a strategy that effectively aligned with the organization's talent acquisition strategy and other talent processes – like new hire onboarding and performance management. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKcRCA*

JUDGING CRITERIA

1. **Fit to the Needs.** The Sourcing & Assessment strategy effectively aligned to the organization's talent needs and situation. The strategy included a plan to significantly improve performance in the following areas: Attracting more talent, Connecting with key talent demographics, Gaining exposure for open jobs, Strengthening employer brand, Identifying high-potentials, Evaluating culture and/or team fit, and/or Leveraging Video/Social/Mobile technologies
2. **Design and Delivery.** The Sourcing & Assessment strategy effectively supported the hiring organization's near- and/or long-term talent needs.
3. **Integration.** The Sourcing & Assessment strategy effectively aligned with the organization's talent acquisition strategy and other talent processes – like new hire onboarding and performance management.
4. **Measurable Benefits.** The Sourcing & Assessment strategy demonstrated measurable benefits and organizational outcomes.
5. **Overall.** Overall, the Sourcing & Assessment strategy had a positive impact on the organization.

7. BEST ADVANCE IN INTERVIEWING STRATEGY

The Best Advance in Interviewing Strategy in the Talent Acquisition category is for written descriptions of best practices for creating an interview strategy that aligns with the overall talent acquisition objectives including improving efficiencies, strengthening the candidate experience, and improving the quality of hires. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKcRCw*

JUDGING CRITERIA

1. **Fit to the Needs.** The interview strategy aligns with overall talent acquisition objectives including improving efficiencies, strengthening the candidate experience, and improving the quality of hires.
2. **Design and Delivery.** The interview strategy extends throughout the entire organization yet is customized to meet the individual hiring needs of geographies or business unites.
3. **Integration.** The interview strategy is part of an overarching talent acquisition strategy aimed at identifying, attracting and hiring top talent.
4. **Measurable Benefits.** The interview strategy demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the interview strategy had a positive impact on the organization.

8. BEST UNIQUE OR INNOVATIVE TALENT ACQUISITION PROGRAM

The Best Unique or Innovative Talent Acquisition Program for the Talent Acquisition category is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. If you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1CeEVqg*

JUDGING CRITERIA

1. **Fit to the Needs.** The talent acquisition program was innovative and effectively aligned to the talent needs and business/organization situation.
2. **Design of the Program.** The design of the program started with a business/organizational goal and effectively supports the organization and talent acquisition objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the organizational goals and talent results.
4. **Measurable Benefits.** The program produced measurable benefits and outcomes.
5. **Overall.** Overall, the program demonstrates a positive impact for the business and talent acquisition goals of the organization.

Workforce Management

EXCELLENCE IN WORKFORCE MANAGEMENT

7 CATEGORIES

WHO CAN ENTER?

Training, learning, talent, HR or other related department can either enter **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

1. BEST ADVANCE IN WORKFORCE PLANNING AND MANAGEMENT

The Best Workforce Planning and Management in the Workforce Management category is for a written description of an organizations approach to developing a workforce strategy and model for executing on that strategy. It should include how the key processes for an organization manages and plans their workforce so that it supports an organizational talent strategy and creates positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1JA9B7z*

JUDGING CRITERIA
1. **Fit to the Needs.** The workforce planning and management approach is effectively aligned to the organization's talent needs and situation.
2. **Design and Delivery.** The workforce planning and management approach effectively supported the talent objectives
3. **Integration.** The workforce planning and management approach is effectively aligned with the organization's talent management strategy and other talent processes.
4. **Measurable Benefits.** The workforce planning and management approach demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the workforce planning and management approach has had a positive impact on the larger organization and its goals.

2. BEST HR STRATEGY AND MEASUREMENT APPROACH

The Best HR Strategy and Measurement Approach for the Workforce Management category is for written descriptions of workplace HR strategies and measurement models that support an organizational vision and creates positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1GFkL8F*

JUDGING CRITERIA
1. **Fit to the Needs.** The measurement model is effective and appropriate for the learning strategy and the business/ organizational needs and situation.
2. **Design.** The measurement model was effectively designed and implemented to the appropriate for the audience and organization. The design of the approach included: 1) Vision and Mission: The HR strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The HR strategy is clearly defined and includes the elements (resources, processes, technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Measurement Model: The measurement model is effective and appropriate for the HR strategy and business/ organizational needs and situation.
3. **Delivery:** The measurement model was delivered in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** Both the strategy and measurement approach are shown to have measurable benefits and outcomes for the employees and organization.
5. **Overall.** Overall, this HR strategy demonstrates a positive impact on the organization and its goals.

3. BEST INCLUSION AND DIVERSITY STRATEGY

The Best Inclusion and Diversity Strategy for the Workforce Management category is for a written description of a workplace strategy to improve inclusion and diversity to support an organizational vision and create positive organizational outcomes. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1vbLz91*

JUDGING CRITERIA

1. **Fit to the Needs.** The inclusion and diversity strategy is aligned to the organizations needs and situation.
2. **Design and Diversity.** The approach to assessing, managing, and improving inclusion and diversity is effective and supports the organization and talent objectives.
3. **Integration.** The inclusion and diversity strategy is effectively integrated with the organization's talent management strategy and talent processes.
4. **Measurable Benefits.** The inclusion and diversity strategy obtains measurable benefits and organizational outcomes.
5. **Overall.** Overall, the inclusion and diversity strategy had a positive impact for employees and the larger organization.

4. BEST ADVANCE IN BENEFITS STRATEGY AND ADMINISTRATION

The Best Advance in Benefits and Administration for the Workforce Management category is for a written description of creating a benefits strategy and administration that is effective and appropriate for the overall business strategy and the business/organizational needs and situation. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1Ck6HPm*

JUDGING CRITERIA

1. **Fit to the Needs.** The benefits strategy and administration is effective and appropriate for the overall business strategy and the business/organizational needs and situation.
2. **Design.** The benefits strategy and administration was effectively designed and implemented to the appropriate audience and organization. The design of the approach included: 1) Vision and Mission: The benefits strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The benefits strategy is clearly defined and includes the elements (resources, processes, technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Measurement Model: The measurement model is effective and appropriate for the benefits strategy and business/organizational needs and situation.
3. **Delivery.** The benefits strategy and administration was delivered in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefit.** Both the strategy and measurement approach are shown to have measurable benefits and outcomes for the employees and organization.
5. **Overall.** Overall, this benefits strategy demonstrates a positive impact on the organization and its goals.

5. BEST ADVANCE IN PAYROLL STRATEGY AND ADMINISTRATION

The Best Advance in Payroll Strategy and Administration for the Workforce Management category is for a written description of creating a payroll strategy and administration process that is effective and appropriate for the overall business strategy and the business/organizational needs and situation. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKdf3S*

JUDGING CRITERIA

1. **Fit to the Needs.** The payroll strategy and administration is effective and appropriate for the overall business strategy and the business/organizational needs and situation.
2. **Design.** The payroll strategy and administration was effectively designed and implemented to the appropriate for the audience and organization. The design of the approach included: 1) Vision and Mission: The payroll strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The payroll strategy is clearly defined and includes the elements (resources, processes, technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Measurement Model: The measurement model is effective and appropriate for the payroll strategy and business/organizational needs and situation.
3. **Delivery.** The payroll strategy and administration was delivered in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** Both the strategy and measurement approach are shown to have measurable benefits and outcomes for the employees and organization.
5. **Overall.** Overall, this payroll strategy demonstrates a positive impact on the organization and its goals.

6. BEST ADVANCE IN HR DATA ANALYTICS

The Best Advance in HR Data Analytics for the Workforce Management category is for a written description of creating an HR data analytics model that is effective and appropriate for the overall business strategy and the business/organizational needs and situation. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVF3g6*

JUDGING CRITERIA

1. **Fit to the Needs.** The HR data analytics model is effective and appropriate for the overall business strategy and the business/organizational needs and situation.
2. **Design.** The HR data analytics model was effectively designed and implemented to the appropriate for the audience and organization. The design of the approach included: 1) Vision and Mission: The HR data analytics strategy is guided by a vision and mission that are connected to organizational outcomes. 2) Strategy Elements: The HR data analytics strategy is clearly defined and includes the elements (resources, processes, technology) required to execute on the vision and mission, and create positive impact on the organization. 3) Measurement Model: The measurement model is effective and appropriate for the HR data analytics strategy and business/organizational needs and situation.
3. **Delivery.** The HR data analytics model was delivered in a manner that positively captured the organizational goals and desired results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** Both the strategy and measurement approach are shown to have measurable benefits and outcomes for the employees and organization.
5. **Overall.** Overall, this HR data analytics strategy demonstrates a positive impact on the organization and its goals.

7. BEST UNIQUE OR INNOVATIVE WORKFORCE MANAGEMENT PROGRAM

The Best Unique or Innovative Workforce Management Program for the Workforce Management category is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. If you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVF3g6*

JUDGING CRITERIA

1. **Fit to the Needs.** The workforce management program was innovative and effectively aligned to the talent and learning needs of the business/organization.
2. **Design of the Program.** The design of the program started with a business/organizational goal and effectively supports the organization and talent objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the organizational goals and results.
4. **Measurable Benefits.** The program produced measurable benefits and outcomes.
5. **Overall.** Overall, the program demonstrates a positive impact for the business and goals of the organization.

**Sales
Performance**

EXCELLENCE IN
SALES PERFORMANCE

12 CATEGORIES

WHO CAN ENTER?

Sales training, corporate training, learning, talent, HR, operations or other related department can either enter **alone** or **together** with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations **cannot** enter alone.

1. BEST MODEL OF A GROWTH FOCUSED ORGANIZATION

The Best Model of a Growth Focused Organization in the Sales Performance category is for a written description of companies that have experienced substantial growth and have increased market share resulting from transformational change through a strategy for improving and streamlining their people, processes and systems. Specifically this includes growth through one or more of the following:

- **Innovation - technology, creativity or strategy**
- **Talent - investing in developing their people and hiring talent**
- **Strategy - process transformation (streamlining their processes to be more efficient and effective)**

DOWNLOAD ENTRY FORM HERE: http://bit.ly/1sKdlmE

JUDGING CRITERIA
1. **Fit to the Needs.** This growth model effectively fitted the needs of the organization.
2. **Design and Delivery of the Model.** The description clearly defines the design and delivery of the growth model.
3. **Clarity of Examples.** The entry provides well-described examples showing how the growth factors have proactively driven the growth, such as innovation, talent initiatives, or strategic processes.
4. **Measurable Benefits,** Evidence of Growth. The entry provided indicators and evidence of substantial growth.
5. **Overall.** Overall, the model demonstrates successful approaches to organizational growth.

2. BEST SALES LEADERSHIP DEVELOPMENT PROGRAM

The Best Sales Leadership Development Program category in the Sales Performance category is for a written description of best practices in developing and delivering an effective sales leadership development program. More specifically, the Best Sales Leadership Development Program category is for written descriptions of an organizations leadership development strategy and the programs that may include the following:

- **Individual coaching or mentoring**
- **Development of high potentials**
- **Competency-based training**
- **Training for managers and supervisors**

DOWNLOAD ENTRY FORM HERE: http://bit.ly/1AqLFiE

JUDGING CRITERIA
1. **Fit to the Needs.** The sales leadership development program effectively aligned to the learning needs.
2. **Design and Delivery of the Program.** The sales leadership development program supports the leadership development goals and learning objectives.
3. **Adoption of the Program.** The sales leadership development program was well received and adopted by the organizations leaders.
4. **Measurable Benefits.** The sales leadership development program achieved measurable benefits and outcomes for the participants and organization.
5. **Overall.** Overall, the sales leadership development program had a positive impact for the participants and organization.

3. BEST SALES TALENT MANAGEMENT PROGRAM

The Best Sales Talent Leadership Development Program category in the Sales Performance category is for a written description of the integrated talent management strategy within the sales organization for the following:

Specifically this includes a description of the integrated HR processes and employee/talent lifecycle models that support a talent strategy such as:
- **Performance Management**
- **Talent Acquisition/onboarding**
- **Learning Management**
- **Succession and Career Management**
- **Rewards and Compensation**
- **Workforce Management and Workforce Planning**
- *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVFF5x*

JUDGING CRITERIA
1. **Fit to the Needs.** The sales talent management program effectively aligned to the business/organization needs and situation.
2. **Design and Delivery of the Program.** The sales talent management program supports effectively the talent management objectives.
3. **Integration.** The sales talent management program effectively aligned with the organization's talent management strategy.
4. **Measurable Benefits.** The sales talent management program produced measurable benefits and outcomes.
5. **Overall.** Overall, the sales talent management program demonstrates a positive impact for the organization and employees.

4. BEST SALES ONBOARDING PROGRAM

The Best Sales Onboarding Program category in the Sales Performance category is for written descriptions of best practices for onboarding new salespeople into the organization.

More specifically, the sales onboarding program includes examples of the process, tools, and technology used to make sales onboarding effective and efficient. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1vbLSAH*

JUDGING CRITERIA
1. **Fit to the Needs.** The sales onboarding program effectively aligned to the organizations needs and situation.
2. **Design and Delivery of the Program.** The sales onboarding program supports the organization and talent objectives and adopted effectively.
3. **Engagement.** The sales program was successful in engaging new employees and getting them efficiently acclimated to the new organization.
4. **Measurable Benefit.** The sales onboarding program demonstrates measurable benefits and organizational outcomes.
5. **Overall.** Overall, the sales onboarding program had a positive impact for the new employees and organization.

5. BEST TALENT ACQUISITION PROCESS FOR HIRING SALES PROFESSIONALS

The Best Talent Acquisition Process for Hiring Sales Professionals category in the Sales Performance category is for written descriptions of best practices in the process of hiring.

More specifically, sales leaders should be able to manage the hiring process and effectively acquire the right sales professionals based on competencies and corporate alignment. The Best Talent Acquisition Process category is for written descriptions of the process, tools, and technology that help to make the hiring of employees effective and efficient. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1z71zKM*

JUDGING CRITERIA

1. **Fit to the Needs.** The talent acquisition process effectively aligned to the organization's needs for hiring talented sales professionals.
2. **Design and Delivery of the Process.** The talent acquisition process effectively supported the objectives for hiring qualified and talented sales professionals.
3. **Integration.** The talent acquisition process for hiring sales professionals effectively aligned with the organization's talent management strategy.
4. **Measurable Benefits.** The talent acquisition process for hiring sales professionals produced measurable benefits and outcomes.
5. **Overall.** Overall, the talent acquisition process for hiring sales professionals demonstrates a positive impact on the organization.

6. BEST SALES OPERATIONS STRATEGY

The Best Sales Operations Strategy category in the Sales Performance category is for written descriptions of the strategy for organizing your sales force for success.

Specifically this includes a description of the strategy elements such as:
- **Sales and reporting structure**
- **Territory plan models**
- **Sales processes and tools**
- **Supporting technologies**

   DOWNLOAD ENTRY FORM HERE: http://bit.ly/1Ck7wHU

JUDGING CRITERIA

1. **Fit to the Needs.** The sales operations strategy effectively aligned to the business/organization needs and situation.
2. **Design of the Strategy and Delivery Operational Model.** The sales operations strategy effectively and efficiency supports the business objectives.
3. **Execution.** The sales operation strategy was well organized and executed.
4. **Measurable Benefits.** The sales operations strategy produces measurable benefits and outcomes.
5. **Overall.** Overall, the sales operations strategy demonstrates a positive impact on the organization.

7. BEST PROGRAM FOR SALES TRAINING AND PERFORMANCE

The Best Sales Program for Sales Training and Performance category in the Sales Performance category is for written descriptions of workplace learning programs that were specifically designed to address sales performance objectives through sales training. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1xyPfaQ*

JUDGING CRITERIA

1. **Fit to the Needs.** The sales training performance program effectively aligned to the sales needs and situation.
2. **Design of the Program.** The sales training performance program supports effectively sales and learning objectives.
3. **Delivery of the Program.** The sales training performance program was delivered successfully.
4. **Measurable Benefits.** The sales training performance program demonstrates measurable benefits and outcomes.
5. **Overall.** Overall, the sales training performance program demonstrates a positive impact to its audience and organization.

8. BEST SALES TRAINING PROGRAM FOR EXTENDED ENTERPRISE

The Best Sales Training Program for Extended Enterprise category in the Sales Performance category is for written descriptions of learning programs that were specifically designed for an extended enterprise sales audience. The extended enterprise is referred to the "supply or value chain" of the organization that encompasses the community of partners, suppliers, resellers, customers, and other outsourced functions. *DOWNLOAD ENTRY FORM HERE: http://bit. ly/1AqLDY3*

JUDGING CRITERIA

1. **Fit to the Needs.** The sales training extended enterprise learning program effectively aligned to the sales performance learning needs and business/organization situation.
2. **Design of the Program.** The design of this program effectively supports the extended enterprise sales requirements and learning objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the extended enterprise sales goals and learning results.
4. **Measurable Benefits.** The extended enterprise learning program produced measurable sales benefits and outcomes.
5. **Overall.** Overall, this extended enterprise sales program demonstrates a positive impact for the learners and organizational goals.

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9. BEST USE OF LEARNING AND TALENT TECHNOLOGIES

The Best Use of Learning and or Talent Technologies category in the Sales Performance category is for written descriptions of how your sales or marketing departments are successfully using these systems to train their teams more effectively and efficiently on new and existing products, and provide performance support, and if applicable integration with your customer relationship automation system (CRM). *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1HgEaLx*

JUDGING CRITERIA

1. **Fit to the Needs.** The application of learning and or talent management technologies effectively support the needs of the sales function and organization.
2. **Design of the Process.** Learning and or talent technologies provide learning to effectively support the sales and or marketing objectives.
3. **Delivery of the Process.** The learning and or talent management technologies and supporting processes were executed effectively for the sales team. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The use of these learning and or talent technologies demonstrates measurable benefits and outcomes.
5. **Overall.** Overall, the use of learning and or talent technologies demonstrate a positive impact on its audience and organization.

10. BEST TEAM DEVELOPMENT PROGRAM FOR SALES TEAMS

The Best Team Development Programs for Sales Teams category in the Sales Performance category is for written descriptions that best describes excellence in development for the sales executive team, management team or cross-functional team rather than the development of an individual sales or marketing professional. Provide written descriptions of the program that was implemented to foster greater alignment and productivity of the team.

DOWNLOAD ENTRY FORM HERE: http://bit.ly/1Ck7tMg

JUDGING CRITERIA

1. **Fit to the Needs.** The Team Development Program is aligned with the business/organizational needs and situation. You have conceptualized your executive team as a system of interrelated relationships rather than independent individuals; these interrelated teams affected the functioning groups or organization in positive ways.
2. **Design of the Program.** The program designed aligned with the culture of the organization and team; the activities used in the program successfully facilitated team building and the coaching initiatives' that were delivered help to achieve team development (different from team building). The use of an effective assessment model in assessing, defining and measuring the functioning of your c- suite and executive level teams. The assessment tools that were developed were able to facilitate dialogue and better communication amongst team members and develop team member's specific to the team dynamic through executive and relationship coaching.
3. **Delivery of the Program.** The delivery of the team development program is in a manner that positively influenced the organizational goals and learning results. There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The benchmarks and outcomes were established and successfully achieved by the executive team. Subjective feedback was received from team members about their satisfaction and sense of productivity in the team.
5. **Overall.** Positive perception from the executive management or the board in terms of team cohesiveness, alignment and productivity.

11. BEST USE OF A CUSTOMER RELATIONSHIP MANAGEMENT SOLUTION

The Best Use of a Customer Relationship Management (CRM) Solution category in the Sales Performance category is for written descriptions of best practices in how your sales departments are successfully using these systems to improve sales force effectiveness in the following ways:

> • **Account management**
> • **Improving win/close ratios**
> • **Process for follow up**
> • **Reporting**
> • **Aligning with marketing and better process for managing campaigns and outreach**
> • **Increase revenue results**
> *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1DVFBTh*

JUDGING CRITERIA

1. **Fit to the Needs.** The use of the CRM effectively supports the needs of the sales team and the organization.
2. **Design and Delivery of the Process.** The benefits of using the CRM and supporting processes provide effective support for the sales objectives. This CRM and supporting processes were executed effectively for the sales team.
3. **Change Management.** There was an effective change management strategy that produced positive organizational outcomes.
4. **Measurable Benefits.** The use of the CRM and supporting processes produced measurable benefits and outcomes for driving sales force effectiveness.
5. **Overall.** Overall, the use of the CRM and supporting processes demonstrates a positive impact on the sales team and the organization.

12. BEST UNIQUE OR INNOVATIVE SALES TRAINING PROGRAM

The Best Unique or Innovative Sales Training Program for the Sales Performance category is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. If you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review. *DOWNLOAD ENTRY FORM HERE: http://bit.ly/1xyPgeX*

JUDGING CRITERIA

1. **Fit to the Needs.** The sales training program was innovative and effectively aligned to the talen tand learning needs of the business/organization.
2. **Design of the Program.** The design of the program started with a business/organizational goal and effectively supports the organization and sales objectives.
3. **Delivery of the Program.** The delivery of the program is in a manner that positively influenced the organizational goals and results.
4. **Measurable Benefits.** The sales training program produced measurable benefits and outcomes.
5. **Overall.** Overall, the program demonstrates a positive impact for the business and goals of the organization.

Technology

EXCELLENCE IN TECHNOLOGY

30 CATEGORIES

WHO CAN ENTER?

Solution providers offering technologies to learning, talent management, HR, Sales and Marketing organizations, as well as technology organizations and departments can enter alone or jointly with their client organizations.

CATEGORIES

LEARNING:
- Best Advance in Learning Management Technology
- Best Advance in Learning Management Technology for External Training
- Best Advance in Learning Management Technology for Compliance Training
- Best Advance in Performance Support Technology
- Best Advance in Content Authoring Technology
- Best Advance in Content Management Technology
- Best Advance in Technology for Testing or Learning Evaluation
- Best Advance in Mobile Learning Technology
- Best Advance in Social Learning Technology
- Best Advance in Technology for Virtual-Classroom or Conferencing Technology
- Best Advance in Gaming or Simulation Technology
- Best Advance in Learning Management Technology for Small and Medium-Sized Businesses
- Best Advance in Unique Learning Technology (if you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review)

TALENT MANAGEMENT:
- Best Advance in an Integrated Talent Management Platform
- Best Advance in Social Talent Management
- Best Advance in Workforce Analytics and Planning Technology
- Best Advance in Talent Acquisition Technology
- Best Advance in Performance and Coaching Technology
- Best Advance in Career Management or Planning Technology
- Best Advance in Rewards and Recognition Technology
- Best Advance in Assessment and Survey Technology
- Best Advance in Talent Management Technology for Small and Medium-Sized Businesses
- Best Advance in Unique Talent Technology (if you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review)

SALES AND MARKETING:

- Best Advance in Lead Management Automation
- Best Advance in Client Relationship Management Automation
- Best Advance in Search Engine Marketing Automation
- Best Advance in Sales Training Software Platform
- Best Advance in Client Acquisition and Retention Technology
- Best Advance in Sales and Marketing Technology for Small and Medium-Sized Businesses
- Best Advance in Unique Sales and Marketing Technology (if you do not find a category listed that fits your solution, please submit for this category. We may choose to categorize your submission after review)

JUDGING CRITERIA

1. **Product Innovation:** The technology solution offers effective, easy to use applications that are supported by solid processes, strategies, and methods.
2. **Unique Differentiators:** The product has clearly defined positioning and market differentiators from its competition.
3. **Product Demo:** Please include a visual with a narrative recorded demonstration of your product offering concise examples of how your solution is used by your clients.
4. **Value Proposition:** Clearly describe example of how your product solves problems and/or addresses business needs.
5. **Measurable Results:** Include a list of benefits customers can expect to experience as a result of using this product.

HELPFUL LINKS

Further details of the entry applications, process and payment can be found on our web site here: http://go.brandonhall.com/Excellence_Awards_Home.

Benefits of Participating: http://go.brandonhall.com/why_participate_awards

Ready to apply? - Click here for online registration and application

• Each entry for the HCM program has a fee of $575
Excellence in HCM Program entry deadline: April 17, 2015
Excellence in HCM announcement online webinar: September 10, 2015 - Click here to register for the webinar

• Each entry for the technology program has a fee of $795
Excellence in Technology Program opens June 2, 2015 with an entry dealine of September 18, 2015.

2015 Award Winners will be honored at the HCM Excellence Conference 2016 Ceremony and Reception, January 27-29, 2016 at the PGA National Resort and Spa in Palm Beach Gardens, Florida.

Frequently Asked Questions: http://go.brandonhall.com/excellence_awards_FAQ

If you have questions, please contact us at awards@brandonhall.com.

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HCM EXCELLENCE AWARDS

2015

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Human Capital Management Spring Program
Opens: January 15, 2015
Deadline: April 17, 2015

Technology Fall Program
Opens: June 2, 2015
Deadline: September 18, 2015