



Brandon Hall Group™

EXCELLENCE AWARDS 2025

Excellence Awards Brochure

Features four annual awards programs:

HCM Excellence Awards
Technology Excellence Awards
Education Technology Excellence Awards
Excellence in Action Awards

For more details, payment information, a list of previous winners
and FAQ's, please visit

<https://excellenceawards.brandonhall.com/>

Contact Us

Email: awards@brandonhall.com | Main Website: www.brandonhall.com

About the Excellence Awards

Now entering its 31st 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 1993. 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.

Human Capital Management

Open: January 2, 2025
Deadline: April 11, 2025
Announcements: August 14, 2025

Who should enter:

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

Technology

Open: April 21, 2025
Deadline: September 12, 2025
Announcements: December 4, 2025

Who should enter:

The Technology Program has a dedicated focus on entries from solution providers offering technologies to learning, talent management, talent acquisition, HR, workforce management and sales enablement organizations, as well as technology organizations and departments. Both can enter alone or jointly with their client organizations.

Education Technology

Open: April 21, 2025
Deadline: September 12, 2025
Announcements: December 4, 2025

Who should enter:

The EdTech Program has a dedicated focus on entries from innovative and cutting-edge trailblazers in education technology. This program is for K-12, Universities, Business Schools, Professional Development and Education Associations, Non-For-Profit, and Government Agencies.

Excellence in Action

Open: May 5, 2025
Deadline: October 17, 2025
Announcements: December 2025

Who should enter:

Excellence in Action is designed for organizations of all sizes and industries that prioritize employee feedback and strive to create inclusive, thriving workplaces. Whether you're a small startup or a multinational corporation, if you're dedicated to amplifying employee voices and driving positive change, this program is for you.

Awards FAQs

Are our entries kept confidential?

In the online entry form you are given the opportunity to decide whether or not you would like Brandon Hall Group to publish your entry. If you decide not to give permission for your entry to be published, please click “No” when asked if you are giving permission to publish when submitting your entry form. If you select “No” – the information you submit will be kept confidential and will not be published in our member center.

Can we enter if our program is still in development? Or only once completed? What if it’s a new program that we just launched? What if it was launched some years ago (i.e. 2-3 years prior to the date we are entering for an award)?

While we do not have timing requirements for when a program is implemented or how long it must be in place, organizations are encouraged to submit once their programs have been in place long enough to show impact and measurable results. This is an important aspect of the judging criteria so it is critical that you can demonstrate the same before submittal.

Can I request an extension?

Please contact the program director Rachel Cooke at: awards@brandonhall.com to discuss an extension.

What language must the entry be written in?

All entries must be written in English.

How are winners selected?

Judges score each entry, and then the judging and scoring are reviewed by Brandon Hall Group’s executive leadership team, led by Rachel Cooke. The level of the award is determined by the number of points. There is a point range for Gold, Silver, and Bronze. We don’t grade on any kind of curve – the point total determines the award level. That is why in some categories, there may be several bronzes, and silvers, but fewer golds. Or if a category is particularly strong, maybe more golds than silver and bronze. And some categories may not have any winners.

What is the judging criterion?

Each category has its own judging criterion that is unique to the program area.

Each of the entries will need to show examples of the following:

- Design of the programs or technologies
- The use and objectives of the program
- Overall benefits and measurable results

Supporting graphics, demos, links and videos where appropriate

Please download our brochure for the full list of descriptions and judging criteria for each category.

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

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**TECHNOLOGY EXCELLENCE
AWARDS CATEGORIES >>**

LEARNING AND DEVELOPMENT

Best Association Professional Development Program >>

The category, **Best Association Professional Development Program**, is for a written description of any professional or executive development program offered by an industry association for its members or the general public. Program delivery methods may include live, online, or hybrid.

Best Certification Program >>

The category **Best Certification Program** is for a written description of a learning program that was specifically designed as a certification program. This award honors excellence and innovation in certification programs specifically designed for learning professionals. Winning programs will demonstrate up-to-date standards, competencies, and requirements that reflect the evolving learning landscape.

Best Competencies and Skill Development >>

The category **Best Competencies and Skill Development** is for a written description of creating 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.

Best Compliance Training >>

The category **Best Compliance Training** is for a written description of a learning program that was specifically designed to address a compliance driven learning objective.

Best Corporate Learning University >>

The category **Best Corporate Learning University** is for a written description of a well-defined strategy that demonstrates positive learning outcomes and performance. This award honors excellence and innovation in corporate universities that drive talent development and business impact. Winning programs will demonstrate leading-edge curricula, technologies, and instructional models aligning learning with core business goals. Ideal submissions will showcase corporate universities that function as strategic partners to the business by building capabilities that enhance performance, productivity, and agility. Programming should flexibly meet the diverse needs of employees at all levels. This entry could be for the launch of a new corporate university or an established existing one.

Best Custom Content >>

The category **Best Custom Content** is for a written description of creating self-paced, custom-designed online course related to workplace learning.

Best Customer Training Program >>

The category **Best Customer Training Program** is for a written description of a workplace learning program that has obtained desirable results connected to the program goals and improved business outcomes. This award honors companies delivering exceptional customer training experiences that drive product adoption, satisfaction, loyalty, and advocacy. Winning programs will demonstrate a deep understanding of customer needs paired with engaging instructional design. Ideal submissions will showcase training that is highly relevant to customers' context with intuitive, easy-to-access delivery formats. The content should educate and excite customers about product capabilities and potential.

Best Extended Enterprise Learning Program >>

The category **Best Extended Enterprise Learning Program** is for a written description of learning programs that were designed specifically 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.

Best Hybrid Learning Program >>

The category **Best Hybrid Learning Program** is for a written description of synchronous learning programs that involves both on-site and remote workers. The program can include asynchronous elements. Program delivery methods may include instructor-led learning, on-the-job training, eLearning, asynchronous/synchronous learning, simulations, mobile, social, video conferencing, video and other modalities and tools.

Best Learning Experience Platform – (LXP) Implementation >>

The category, **Best Learning Experience Platform – (LXP) Implementation**, is for a written description of best practices in purchasing, implementing, and getting business benefits from a Learning Experience Platform (LXP).

Best Learning Governance >>

The category **Best Learning Governance** is for a written description of a workplace learning strategy and governance model that supports a learning vision and positive organizational outcomes.

Best Learning in the Flow of Work >>

The category **Best Learning in the Flow of Work** is for a written description of methods through which employees can quickly get an answer to a question or problem – or a piece of learning material related to their needs – while working. This empowers employees to find immediate value from learning without disrupting their workflow and productivity.

Best Learning Leader >>

The category **Best Learning Leader** honors an influential executive who has driven transformative change in how their organization approaches learning and development. As a strategic Chief Learning Officer or leader in the training function, this individual has spearheaded initiatives that have tangibly advanced organizational performance through human capital development. The ideal winner will exemplify modern learning leadership with vision and innovation. Judges will look for evidence of championing new technologies, instructional models, data analytics approaches, and ways to align learning to business goals. Their leadership has demonstrably amplified the strategic impact of learning on the organization.

Best Learning Measurement >>

The category **Best Learning Measurement** is for a written description of a workplace learning measurement program that assesses the learning outcomes and organizational impact of a learning program or learning function.

Best Learning Program Supporting A Change Transformation Business Strategy >>

The category **Best Learning Program Supporting a Change Transformation Business Strategy** is for a written description 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.”

Best Learning Strategy >>

The category **Best Learning Strategy** is for a written description of a workplace learning strategy and governance model that supports a learning vision and positive organizational outcomes.

Best Learning Team >>

The category **Best Learning Team** is for a written description of the teamwork and accomplishments of a team of learning professionals in workplace learning.

Best Learning Technology Implementation >>

The category **Best Learning Technology Implementation** is for a written description of learning technology implementation that led to positive organizational outcomes.

Best Results of a Learning Program >>

The category **Best Results of a Learning Program** is for a written description of a workplace learning program that has obtained desirable results connected to the program goals and improved business outcomes.

Best Team Development Program >>

The category of **Best Team Development Program** is for a written description of a program that develops team dynamics, practices and performance — whether it is an executive team, management team, cross-functional team or other type of team. The program should be focused on the alignment and productivity of the team, rather than the development of individuals within a team.

Best Training Program for Global Accessibility Standards >>

The category **Best Training Programs for Global Accessibility Standards** is for a written description of a learning program that incorporates global accessibility standards which make the learning accessible to audiences with disabilities. (Best Accessibility Solution).

Best Unique or Innovative Learning and Development Program >>

The category **Best Unique or Innovative Learning and Development Program** is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes.

Best University Professional Development Program >>

The category, **Best University Professional Development Program**, in the Learning and Development program is for a written description of any type of professional or executive development program offered by universities/academic institutions. Program delivery methods may include live, online or hybrid.

Best Use of Blended Learning >>

The category **Best Use of a Blended Learning Program** is for a written description of a workplace-learning program using two or more delivery methods. Blended learning combines traditional Instructor-led training (ILT) with a mix of digital learning activities. This award honors innovative implementations of blended learning that integrate digital and in-person instruction. Winning entries will demonstrate a learner-centric blend of self-paced online activities with real-time sessions.

Best Use of AI for Learning >>

The category **Best Use of AI for Learning** is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes. This entry highlights an innovative AI-powered personalized learning platform designed to provide customized education experiences for students.

Best Use of Augmented Reality and Metaverse >>

The category **Best Use of Augmented Reality and Metaverse** is for a written description of a workplace learning program that recognizes excellence in leveraging augmented reality (AR) and metaverse technologies to create impactful, immersive experiences. Winning entries will demonstrate innovative implementations that seamlessly blend AR with 3D virtual environments, social spaces, and other metaverse components. The ideal submission will showcase how AR can enhance metaverse engagement by overlaying digital information and virtual objects within the virtual space. This application could include AR navigation aids, data visualization overlays, virtual characters, and assets, simulated tangible objects, and more.

Best Use of Games and Simulations for Learning >>

The category **Best Use of Games or Simulations for Learning** is for a written description 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.

Best Use of Mobile Learning >>

The category **Best Use of Mobile Learning** is for a written description 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.

Best Use of Performance Support >>

The category **Best Use of Performance Support** is for a written description of a workplace-learning program that provides snippets of information and help at the point of need to aid performance.

Best Use of Section 508 Requirements for Training Platforms >>

The category **Best Use of Section 508 Requirements for Training Platforms** is for a written description of a learning program that incorporates Section 508 elements, which make learning accessible to audiences with disabilities. (Best Accessibility Solution).

Best Use of Social Collaborative Learning >>

The category **Best Use of Social Collaborative Learning** is for a written description of a workplace-learning program in which learners use social tools (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.

Best Use of Video for Learning >>

The category **Best Use of Video for Learning** is for a written description of a workplace learning program that includes video content on learners' computers or mobile devices.

Best Off-the-Shelf eLearning Course >>

The category, **Best Off-The-Shelf eLearning Course**, is for a written description of ready-made eLearning course (s) that deliver impactful, scalable, and engaging learning experiences without customization. These course(s) are designed to meet the diverse needs of organizations by addressing critical skills or knowledge areas with high-quality content, innovative instructional design, and robust technological functionality. Winning entries demonstrate measurable business impact, learner engagement, and alignment with organizational goals, setting the standard for pre-built digital learning solutions.

Best Off-the-Shelf Learning Library >>

The category, **Best Off-the-Shelf Learning Library**, is for a written description of an eLearning Library. This category celebrates excellence in comprehensive eLearning content libraries offering diverse, high-quality courses designed to meet the varied learning needs of organizations and individuals. These libraries provide scalable, accessible, engaging learning experiences, empowering users to upskill and achieve their goals effectively. Winning entries demonstrate exceptional content breadth, usability, learner engagement, and measurable business value.

TALENT MANAGEMENT

Best Approach for Talent Forecasting >>

The category **Best Approach for Talent Forecasting** is for a written description 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.

Best Competency Management Strategy >>

The category **Best Competency Management Strategy** 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.

Best Corporate Culture Transformation >>

The category **Best Corporate Culture Transformation** is for a written description of a workplace strategy to improve the corporate culture that includes greater career opportunities, increased team collaboration, and employee satisfaction, engagement, and retention.

Best Employee Engagement >>

The category **Best Employee Engagement** 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.

Best Employee Recognition Program >>

The category **Best Employee Recognition Program** is for a written description of a workplace strategy and approach to rewarding and recognizing an organization's workforce that supports improved performance and creates positive organizational outcomes.

Best Employee Value Proposition (EVP) >>

The category **Best Employee Value Proposition (EVP)** is for best practices in developing a formalized approach to EVP. The entry should describe the impact of the EVP on its organization. The EVP should include:

- Alignment of business goals, vision, mission, and talent and reward programs.
- Preparation, gathering, and analysis of data from engagement surveys and newly hired employees
- Understanding of performance and development gaps and how they were addressed and improved.
- Effective communications.
- Results that improved business performance and productivity

Best Governance Model for Talent Management >>

The category **Best Governance Model for Talent Management** is for a written description of a workplace talent strategy and governance model that supports a talent vision and positive organizational outcomes.

Best High Potential Development >>

The category **Best High Potential Development** is for a written description of a workplace strategy to measure, manage, and improve the selection and development of high-potential employees.

Best Measurement Model for Talent Strategy >>

The category **Best Measurement Model for Talent Strategy** is for a written description of the impact of a talent strategy that contributes impressive and sustained (over multiple years) business results improvement in key business metrics.

Best Performance Management >>

The category **Performance Management** 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.

Best Program to Improve Individual Development Planning >>

The category, **Best Program to Improve Individual Development Planning** is for the written descriptions of best practices for improving development of individual employees.

More specifically, this category is for written descriptions of programs or initiatives that drive career growth of individual employees while also improving talent mobility and retention in the organization.

The program can include, but not be limited to, the following:

- Efforts to expand the use of Individual Development Plans (IDP) to more, or all, employees.
- Efforts to get managers to better collaborate with individual employees to help them grow in their current roles and/or prepare them for new roles.
- Efforts to better align individual development planning with employees' career aspirations.
- Efforts to better align individual development planning with employees' performance development needs.
- Efforts to improve communication of the relevant skills needed to meet career goals and the paths needed to get there.
- Efforts to create more opportunities for self-paced learning related to career aspirations.
- Efforts to develop or promote formal programs linked to individuals' career aspirations, including certifications and advanced education.

Best Succession and Career Management >>

The category **Best Succession and Career Management** is for a written description of a workplace strategy and approach to managing career succession of an organization's leadership, key talent, and employee workforce that supports an organizational vision and creates positive organizational outcomes.

Best Talent Management Leader >>

The category **Best Talent Management Leader** honors an inspiring individual for achievements in transforming talent programs. Achievements may include examples of leading programs across talent processes from performance management, engagement, improved talent mobility, leveraging AI and innovation, and more. The applicant demonstrates a vision to influence, develop connections, and leverage technology and data-driven insights to innovate as a leader in talent management.

Best Talent Management Strategy >>

The category **Best Talent Management Strategy** 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

Best Talent Management Technology Implementation >>

The category **Best Talent Management Technology Implementation** is for a written description of workplace-talent management technology implementation that led to positive organizational outcomes.

Best Team Development Program >>

The category of **Best Team Development Program** is for a written description of a program that develops team dynamics, practices and performance — whether it is an executive team, management team, cross-functional team or other type of team. The program should be focused on the alignment and productivity of the team, rather than the development of individuals within a team.

Best Unique or Innovative Talent Management Program >>

The category **Best Unique or Innovative Talent Management Program** is for a written description of a workplace-learning program that is innovative and drives positive organizational outcomes.

Best Use of AI for Talent Management >>

The category **Best Use of AI for Talent Management** is for a written description of innovatively leveraging or implementing an AI-powered talent management platform that uses predictive analytics to identify high-potentials, match employees to growth opportunities, and recommend targeted development paths. The AI model analyzes performance, competencies, and career trajectories to optimize talent mobility and succession planning.

Best Use of Assessments for Talent Management >>

The category **Best Use of Assessments for Talent Management** 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.

TALENT ACQUISITION

Best Candidate Experience >>

The category **Best Candidate Experience** is for a written description 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.

Best Candidate Relationship Management >>

The category **Best Candidate Relationship Management** is for a written description of best practices in managing the candidate experience throughout the entire recruitment and hiring process. More specifically, CRM includes building relationships with the candidates, keeping them engaged, and setting realistic expectations for the hiring process. The applicant should include descriptions of the process, tools, and technology that help to make the management of candidates more effective and efficient.

Best Interviewing Strategy >>

The category **Best Interviewing Strategy** is for a written description 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.

Best New Hire Onboarding Program >>

The category **Best New Hire Onboarding Program** is for a written description 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.

Best Recruitment Marketing and Employer Branding Program >>

The category **Best Recruitment Marketing and Employer Branding Program** is for a written description 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.

Best Recruitment Process Outsourcing (RPO) Approach >>

The category **Best Recruitment Process Outsourcing (RPO) Approach** is for a written description of best practices for RPO that effectively aligned with the organization's talent acquisition strategy — like employer branding, improve quality of hire, reduce costs and optimize your talent supply chain.

Best Selecting and Onboarding Interns >>

The category **Best Selecting, and Onboarding Interns** is for a written description that includes examples of the process, tools and technology used to make selecting and onboarding of interns effective and efficient.

Best Social Talent Acquisition Strategy >>

The category **Best Social Talent Acquisition Strategy** is for a written description 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.

Best Sourcing and Assessment Strategy >>

The category **Best Sourcing and Assessment Strategy** is for a written description 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.

Best Talent Acquisition Leader >>

The category **Best Talent Acquisition Leader** honors an inspiring individual who showcases exemplary achievements in making TA a competitive advantage for the organization through transformative and inclusive leadership. Effective award submissions will highlight aspects of excellence in TA leadership, with measurable achievements, data, and examples demonstrating the leader's outstanding performance and impact.

Best Talent Acquisition Process >>

The category **Best Talent Acquisition Process** is for a written description 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.

Best Unique or Innovative Talent Acquisition Program >>

The category **Best Unique or Innovative Talent Acquisition Program** is for a written description of a workplace talent acquisition program that is innovative and drives positive organizational outcomes.

Best Use of AI for Talent Acquisition >>

The category **Best Use of AI for Talent Acquisition** is for a written description of best practices using AI to enable and improve hiring qualified candidates. More specifically, the entry should show how they revolutionized Talent Acquisition through AI's practical and ethical use.

LEADERSHIP DEVELOPMENT

Best Coaching and Mentoring Program >>

The category **Best Coaching and Mentoring Program** 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.

Best Development Program for Frontline Leaders >>

The category, **Best Development Program for Frontline Leaders** is for the written description of best practices in developing and delivering an effective development program for frontline supervisors.

Best Executive Development Program >>

The category **Best Executive Development Program** is for a written description 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.

Best Leadership Development Competency Models >>

The category **Best Leadership Development Competency Models** is for a written description 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.

Best Leadership Development Program >>

The category **Best Leadership Development Program** is for a written description 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.

Best Leadership Governance Model >>

The category **Best Leadership Governance Model** for a written description of a workplace leadership strategy and governance model that supports the leadership vision and positive organizational outcomes.

Best Measuring the Impact of Leadership Development >>

The category **Best Measuring the Impact of Leadership Development** is for a written description 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.

Best Senior Manager Development Program >>

The category **Best Senior Manager Development Program** is for the written descriptions of best practices in developing and delivering an effective development program for mid-level managers.

More specifically, this category is for written descriptions of an organization's leadership development strategy for programs that are designed to advance the skills from manager roles and prepare the learner to fulfill a more executive role. The program may include the following:

- Managing multiple teams or more complex teams
- Working effectively in cross-functional groups
- Building and managing client relationships
- Managing budgets and other KPIs to align with organizational goals
- Moving from thinking tactically to strategically
- Leading teams in a VUCA (volatility, uncertainty, complexity, and ambiguity) environment”

Best Talent Mobility Program >>

The category **Best Talent Mobility Program** is for a written description of best practices in developing a talent mobility strategy that accelerates the organization's performance on business metrics and the employees' engagement and productivity.

Best Unique or Innovative Leadership Development >>

The category **Best Unique or Innovative Leadership Development Program** in the Leadership Development program is for a written description of a workplace-leadership development program that is innovative and drives positive organizational outcomes.

Best Use of AI for Leadership Development >>

The category **Best Use of AI for Leadership Development** is for a written description of innovatively leveraging AI to transform leadership development and create business impact. Criteria focus on:

- Use of AI technology to personalize and optimize leadership training.
- Measurable improvements in leadership competencies and skills.
- Increased engagement/participation rates in leadership development programs.
- Business results achieved through AI-powered leadership training, such as improved retention, productivity, etc.
- ROI of the AI solution for leadership development.
- Scalability of the AI technology across the enterprise.
- Ethical use of AI that benefits leaders and the organization.

Submissions should showcase how the organization's use of AI enriched leadership capability building and delivered quantifiable business value.”

Rising Stars Program >>

Innovation and new ways of thinking begin at all levels of the organization. Millennials are already the largest segment of the workforce. By 2025, Millennials and Gen Z are projected to comprise more than 75% of the global workforce.

This group is talented and bright and is offering and contributing a fresh approach with new and creative ideas for Human Capital Management. Brandon Hall Group's Excellence Awards Program is seeking written entries from organizations that have identified rising talents in their organization.

Nominee Requirements:

- Must be employed for at least one year at current organization.
- Must be sponsored by a Senior Management Leader.
- Initiative could be led by the individual or team.

Submit a project, driven or led by the nominee that demonstrates innovation and business impact in one or more of the following areas:

- Learning & Development
- Talent Management
- Leadership Development
- Talent Acquisition
- Diversity, Equity & Inclusion
- Human Resources
- Sales Performance
- Technology

Submission Requirements:

- Complete the entry form.
- Submit a video (ranging from about 45 seconds up to 3 minutes) from the nominee explaining the project.

HUMAN RESOURCES

Best Benefits Strategy and Administration >>

The category **Best Benefits Strategy and Administration** is for a written description of creating a benefits strategy and administration process that is effective and appropriate for the overall business strategy and the business/organizational needs and situation.

Best Benefits, Wellness and Well-Being Program >>

The category **Best Benefits, Wellness and Well-Being Program** is for a written description of an organization's approach to planning, developing, and implementing and managing its wellness program. The entry should include details of how this program effectively impacted its employees and organization.

Best HR Data Analytics >>

The category **Best HR Data Analytics** is for a written description of an HR data analytics model that is effective and appropriate for the overall business strategy and the business/organizational needs and situation.

Best HR Leader >>

The category **Best HR Leader** honors an inspiring individual who has demonstrated expertly led initiatives to transform our workplace culture, promote diversity and inclusion, optimize talent acquisition, develop future leaders, and build a skilled, engaged workforce. The person's innovative vision and ability to align HR strategy with business goals delivered tremendous value.

Best HR Strategy and Measurement Approach >>

The category **Best HR Strategy and Measurement Approach** is for written descriptions of workplace HR strategies and measurement models that support an organizational vision and creates positive organizational outcomes.

Best Payroll Strategy and Administration >>

The category **Best Payroll Strategy and Administration** 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.

Best Social Impact >>

The category **Best Social Impact** is for a written description of a great example(s) of innovation related to an organization's outreach to individuals or groups that are not customers or employees. The innovation should be focused on making a social impact related to the organization's mission, vision, and values rather than specific business objectives. These might include, as examples, philanthropy, environmental conservation, diversity, equity and inclusion practices outside the organization, and volunteerism.

Best Strategy for Corporate Citizenship >>

The category **Best Strategy for Corporate Citizenship in the Human Resources** program is for written descriptions of a corporate citizenship strategy that offers unique opportunities and experiences to those that are lacking resources and abilities to do so on their own. Brandon Hall Group is interested in examples of great ideas of excellence and innovation that is making our field and the world better.

Here are some examples of programs:

- College credit for completion of L&D courses
- GED assistance & other support
- Creating opportunities for young workers
- Scholarships for military veterans
- Pay employees to learn new skills (math and computer, etc.) and volunteer in the community
- Training and recruiting in underprivileged high schools
- Developing jobs for the elderly

Best Unique or Innovative HR Program >>

The category **Best Unique or Innovative HR Program** is for a written description of a workplace HR program that is innovative and drives positive organizational outcomes.

Best Use of AI for HR >>

The category **Best Use of AI for HR** is for a written description of an initiative involving the use and application of artificial intelligence that, directly or indirectly, substantially contributes to positive business outcomes.

Best Workforce Planning and Management >>

The category **Best Workforce Planning and Management** 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 key processes for an organization manages and plans their workforce so that it supports an organizational talent strategy and creates positive organizational outcomes. Specifically, this category should include the strategy and process for workforce forecasting, scenario planning, segmentation, and models for managing, assessing, and measuring the outcomes.

SALES PERFORMANCE

Best Model of a Growth Focused Organization >>

The category **Best Model of a Growth Focused Organization** 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).

Best Program for Sales Training and Performance >>

The category **Best Program for Sales Training and Performance** is for a written description of workplace learning programs that were specifically designed to address sales performance objectives through sales training.

Best Sales Leader >>

The category **Best Sales Leader** honors an exemplary sales leader driving rapid growth and digital transformation initiatives. Ability to build high-performing teams and implement sales enablement technologies, including AI-powered tools. A visionary approach to blending technology and human skills development to establish the salesforce as an industry leader.

Best Sales Leadership Development Program >>

The category **Best Sales Leadership Development Program** is for a written description of best practices in developing and delivering an effective sales leadership development program.

Best Sales Onboarding Program >>

The category **Best Sales Onboarding Program** is for a written description 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.

Best Sales Operations Strategy >>

The category **Best Sales Operations Strategy** is for a written description 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.

Best Sales Talent Management Program >>

The category **Best Sales Talent Management Program** 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”

Best Sales Training Program for Extended Enterprise >>

The category **Best Sales Training Program for Extended Enterprise** is for a written description 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.

Best Talent Acquisition Process for Hiring Sales Professionals >>

The category **Best Talent Acquisition Process for Hiring Sales Professionals** is for a written description 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 a written description of the process, tools, and technology that help to make the hiring of employees effective and efficient.

Best Team Development Programs for Sales Team >>

The category **Best Team Development Program for Sales Teams** in the Sales Performance program is for a written description of 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.

Best Unique or Innovative Sales Training Program >>

The category **Best Unique or Innovative Sales Training Program** is for a written description of a workplace sales training program that is innovative and drives positive organizational outcomes.

Best Use of a Customer Relationship Management (CRM) Solution >>

The category **Best Use of a Customer Relationship Management (CRM) Solution** is for a written description 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

Best Use of AI for Sales Performance >>

The category **Best Use of AI for Sales Performance** is for a written description of how your sales departments are successfully AI to train their teams more effectively and efficiently on new and existing products, provide performance support, and, if applicable, integration with your customer relationship automation system (CRM) and other systems. The solution offers innovative applications of AI technology to enhance sales productivity, improve coaching, and increase performance.

DIVERSITY, EQUITY AND INCLUSION

Best Corporate Outreach to Promote Diversity, Equity, Inclusion and Belonging in Communities >>

The category **Best Corporate Outreach to Promote Diversity, Equity, Inclusion and Belonging in Communities** is for a written description of an organization's outreach efforts to communities it serves (e.g., customers, students, community organizations, governments, general populations in geographic regions where the organization has operations) that reflect the organization's diversity, equity, inclusion and belonging mission, vision, and values.

Best Diversity, Equity, Inclusion and Belonging Strategy >>

The category **Best Diversity, Equity, Inclusion and Belonging Strategy** is for a written description of a workplace strategy to improve diversity, equity, inclusion and belonging to support an organizational vision and create positive organizational outcomes.

Best Governance of Diversity, Equity, Inclusion and Belonging >>

The category **Best Governance of Diversity, Equity, Inclusion and Belonging** is for a written description of a governance model that supports an organization's diversity, equity and inclusion mission, vision, values and objectives and organizational and business outcomes.

Best in Leading Diversity, Equity, Inclusion and Belonging Initiatives >>

The category **Best In Leading Diversity, Equity, Inclusion, and Belonging Initiatives** is for a written description of best practices in developing diversity, equity, inclusion, and belonging initiatives in the workplace. The initiative could be for leaders, individuals, teams, groups, committees, or councils.

Best Leader for DEIB >>

The category **Best Leader for DEIB** honors an inspiring individual who has demonstrated exceptional leadership and commitment to advancing diversity, equity, inclusion, and belonging in the workplace. The recipient will have spearheaded impactful initiatives to build a culture of belonging where all employees feel welcomed, valued, and empowered. Their vision and ability to drive meaningful progress exemplify the values and behaviors of an inclusive leader dedicated to helping each person reach their full potential.

Best Leadership Development for Racial/Ethnic Minorities >>

The category **Best Leadership Development for Racial/Ethnic Minorities** is for a written description of best practices in developing and delivering an effective leadership development program targeted specifically for racial and ethnic minorities. More specifically, the Best Advance in Leadership Development for Racial/Ethnic Minorities entry is for written descriptions of an organization's efforts to develop talented and high-potential individuals who have traditionally been under-represented in leadership. The goal is to develop a leadership group that is representative of the composition of the organization's workforce, community, and customer base.

Best Leadership Development for Women >>

The category **Best Leadership Development for Women** is for a written description of best practices in developing and delivering an effective leadership development program targeted for women who are aspiring to be leaders or are in executive level positions. More specifically, the Best Women Leadership Development Program category is for written descriptions of programs that may include one or more of the following:

- Coaching or Mentoring
- Development of High-Potentials
- Competency-Based Training
- Training for Managers or Supervisors
- Creating Networks and Communities
- Diversity and Inclusion Programs
- Job Sharing Opportunities

Best Learning Program for Unconscious Bias Awareness >>

The category **Best Learning Program for Unconscious Bias Awareness** is for a written description of a workplace learning program designed to raise awareness of unconscious bias, including strategies to help individuals mitigate their biases. The learning program must have obtained desirable results connected to the diversity, equity and inclusion and business goals of the organization.

Best Learning Program that Supports and Promotes Diversity, Equity, Inclusion and Belonging >>

The category **Best Learning Program that Supports and Promotes Diversity, Equity, Inclusion and Belonging** is for a written description of a workplace learning program designed to provide learners with the competencies and skills to drive an environment of diversity, equity, inclusion and belonging within the organization.

Best Mentoring Program to Develop Diverse Leaders >>

The category **Best Mentoring Program to Develop Diverse Leaders** is for a written description of a program or initiative specifically targeted to mentor high-potential individuals or current leaders from diverse groups that are traditionally under-represented in leadership. This can include formal mentoring programs or other efforts to share knowledge or use structured social learning that creates positive outcomes for diverse leader candidates and the organization.

Best Program for Measuring Diversity, Equity, Inclusion and Belonging >>

The category **Best Program for Measuring Diversity, Equity, Inclusion and Belonging** is for written description of a diversity, equity, inclusion and belonging measurement program that assesses the outcomes and organizational impact of a DEIB strategy or program initiative.

Best Recruiting Strategy for Diversity and Inclusion >>

The category **Best Recruiting Strategy for Diversity and Inclusion** is for a written description of a recruiting strategy to improve diversity, equity, and inclusion to support an organization's vision and create positive business and organizational outcomes.

Best Use of AI to Improve Diversity, Equity, Inclusion, and Belonging Programs >>

The category **Best Use of AI to Improve Diversity, Equity, Inclusion, and Belonging Programs** is for a written description of an organization's innovative use of AI to advance diversity, equity, inclusion, and belonging in the workplace. The organization should demonstrate how they leveraged AI technology in a way that tangibly helped build an inclusive culture where all employees are valued and can reach their full potential.

Best Use of Employee Resource Groups to Address Diversity, Equity, Inclusion and Belonging >>

The category **Best Use of Employee Resource Groups to Address Diversity, Equity, Inclusion and Belonging** is for a written description of an organization's use of employee resource groups to help meet the goals and objectives of the organization's diversity, equity, inclusion and belonging efforts.

FUTURE OF WORK

Best Approach to HCM Innovation >>

The category **Best Approach to HCM Innovation** is for a written description of great examples of innovation related to people, process, and technology in human capital management, as well as insights into what to expect in the not-to-distant future.

Best Business Automation Solution >>

The category **Best Business Automation Solution** is for a written description of how automation was developed and implemented to support a major change within the organization or address a need to make strategies, processes, or procedures more efficient.

Best Business Strategy >>

The category **Best Business Strategy** is for a written description of a business strategy that aligns with digitalization and other trends that enable an organization to evolve and thrive in fast-evolving business environment.

Best for Leading Under a Crisis >>

The category **Best for Leading Under a Crisis** is for a written description of how an organization demonstrated effective, inclusive leadership under a crisis. The crisis can be external, such as the coronavirus pandemic, or internal such as layoffs, bankruptcy, or significant business downturn or product or service deficiency.

Best Initiative for Philanthropy and Corporate Giving >>

The category, **Best Initiative for Philanthropy and Corporate Giving** is a written description of a corporate initiative or campaign that contributes substantially to meet a significant need for a community, organization or cause.

Best Management of a Remote or Hybrid Workforce >>

The category **Best Management of a Remote or Hybrid Workforce** is for a written description of an organization's strategy for managing a remote or hybrid workforce and how the strategy was effectively implemented. The strategy should apply to a work team of several people or a specific office(s) or plant(s) fully or partially outside the company's headquarters. It should include how the key processes for managing the remote or hybrid workers differs from the management of a fully onsite workforce.

Best Predictive Analytics Solution >>

The category **Best Predictive Analytics Solution** is for a written description of an initiative involving the use and application of predictive analytics that substantially contributes to positive business outcomes.

Best Program for Upskilling Employees >>

The category **Best Program for Upskilling Employees** is for a written description of a program designed to provide employees with more advanced skills that enable them to qualify for new or better jobs across a wide range of areas. It should include a description of the how the advanced skills or competencies were developed and the specific needs the upskilling was addressing.

Best Use of AI for Business Impact >>

The category **Best Use of AI for Business Impact** is for a written description of an initiative involving the use and application of artificial intelligence that, directly or indirectly, substantially contributes to positive business outcomes.

2025 TECHNOLOGY EXCELLENCE AWARDS CATEGORIES

Learning and Development Technology

- 31 Best Advance in AI and Machine Learning >>
- 31 Best Advance in Augmented and Virtual Reality >>
- 31 Best Advance in Content Authoring Technology >>
- 31 Best Advance in Content Management Technology >>
- 31 Best Advance in Education Delivered Through Technology >>
- 31 Best Advance in Emerging Learning Technology >>
- 31 Best Advance in Gaming or Simulation Technology >>
- 31 Best Advance in ILT Management and Delivery >>
- 32 Best Advance in Learning Management Measurement/Business Impact Tools >>
- 32 Best Advance in Learning Management Technology >>
- 32 Best Advance in Learning Management Technology for Compliance Training >>
- 32 Best Advance in Learning Management Technology for External Training >>
- 32 Best Advance in Learning Management Technology for Small and Medium-Sized Businesses >>
- 32 Best Advance in Mobile Learning Technology >>
- 32 Best Advance in Performance Support Technology >>
- 32 Best Advance in Performance Support Technology for Crisis Management >>
- 33 Best Advance in Social Learning Technology >>
- 33 Best Advance in Software for a Training Company >>
- 33 Best Advance in Technology for Crisis Management >>
- 33 Best Advance in Technology for Testing or Learning Evaluation >>
- 33 Best Advance in Technology for Virtual-Classroom or Conferencing Technology >>
- 33 Best Advance in Unique Learning Technology >>
- 33 Best Advance in Video for Learning >>
- 33 Best Advance in a Generative AI Solution>>
- 34 Best Advance in Generative AI Learning Solution >>
- 34 Best Conversational AI for Employee Experience >>
- 34 Best Extended Reality for Workplace Learning >>
- 34 Best Skills Intelligence & Skills-Based Platforms >>

Talent Management Technology

- 35 Best Advance in an Integrated Talent Management Platform >>
- 35 Best Advance in Career Management or Planning Technology >>
- 35 Best Advance in Emerging Talent Management Technology >>
- 35 Best Advance in Employee Engagement Technology >>
- 35 Best Advance in Leadership Simulation Tools >>
- 35 Best Advance in Online Coaching Tools >>
- 35 Best Advance in Online Mentoring Tools >>
- 35 Best Advance in Performance Management Technology >>
- 36 Best Advance in Performance Management Technology for Crisis Management >>
- 36 Best Advance in Social Talent Management Technology >>
- 36 Best Advance in Succession Management Technology and Tools >>
- 36 Best Advance in Talent Management Measurement/Business Impact Tools >>
- 36 Best Advance in Talent Management Technology for Small and Medium-Sized Businesses >>
- 36 Best Advance in Technology for Crisis Management >>
- 36 Best Advance in Unique Talent Management Technology >>
- 36 Best Generative AI Talent Management Technology >>

Talent Management Technology

- 37 Best AI-Powered Talent Intelligence Platform >>
- 37 Best Employee Experience Platforms (EXP) >>
- 37 Best Internal Talent Marketplaces >>
- 37 Best Skills Matching & Career Navigation >>
- 37 Best Talent Intelligence Platforms >>
- 37 Best Use of Generative AI for Employee Development >>

Talent Acquisition Technology

- 38 Best Advance in Candidate Assessments Technology >>
- 38 Best Advance in Candidate Experience Management Technology >>
- 38 Best Advance in Emerging Talent Acquisition Technology >>
- 38 Best Advance in Employee Referral Technology >>
- 38 Best Advance in Mobile Talent Acquisition Technology >>
- 38 Best Advance in Onboardinng Technology >>
- 38 Best Advance in Recruitment Marketing Technology >>
- 39 Best Advance in Recruitment Process Outsourcing (RPO) Technology >>
- 39 Best Advance in Social Talent Acquisition Technology >>
- 39 Best Advance in Sourcing Technology >>
- 39 Best Advance in Talent Acquisition Technology >>
- 39 Best Advance in Talent Acquisition Technology for Small and Medium-Sized Businesses >>
- 39 Best Advance in Unique Talent Acquisition Technology >>
- 39 Best Generative AI Talent Acquisition Technology >>

Human Resources/Workforce Management Technology

- 40 Best Advance in Assessment and Survey Technology >>
- 40 Best Advance in Compensation and Benefits and/or Payroll Administration >>
- 40 Best Advance in Emerging HR or Workforce Management Technology >>
- 40 Best Advance in HR or Workforce Management Technology for Small and Medium-Sized Businesses >>
- 40 Best Advance in HR Predictive Analytics Technology >>
- 40 Best Advance in Rewards and Recognition Technology >>
- 40 Best Advance in Technology for Readapting to the Workplace and Workplace Culture >>
- 41 Best Advance in Time and Labor management (time and attendance, scheduling, absence and leave management, compliance, self-service) >>
- 41 Best Advance in Unique HR or Workforce Management Technology >>
- 41 Best Generative AI Human Resource Technology >>
- 41 Best AI for Diversity, Equity & Inclusion >>
- 41 Best AI for Employee Sentiment Analysis >>
- 41 Best AI for Workforce Planning & Optimization >>
- 41 Best Innovation in AI-Human Collaboration Tools >>
- 41 Best Use of AI for Workplace Wellness & Mental Health >>
- 41 Best Workforce Intelligence & People Analytics >>

Sales Enablement Technology

- 42 Best Advance in Client Acquisition and Retention Technology >>
- 42 Best Advance in Client Relationship Management Automation >>
- 42 Best Advance in Mobile Sales Enablement and Performance Tools >>
- 42 Best Advance in Sales Enablement and Performance Tools >>
- 43 Best Advance in Sales Enablement Technology for Small and Medium-Sized Businesses >>
- 43 Best Advance in Emerging Sales Enablement Technology >>
- 43 Best Advance in Sales Training Online Application >>
- 43 Best Advance in Unique Sales Enablement Technology >>
- 43 Best Generative AI Sales Enablement Technology >>

Future of Work Technology

- 44 Best Advance in Business Automation >>
- 44 Best Advance in Business Strategy and Technology Innovation >>
- 44 Best Advance in AI for Business Impact >>
- 44 Best Advance in Technology Innovation for the Remote Workforce >>
- 44 Best Advance for Leading Under a Crisis >>
- 44 Best Advance in Corporate Wellbeing Technology >>
- 45 Best Advance in Social Impact Innovation >>
- 45 Best Advance in Diversity and Inclusion Innovation >>
- 45 Best Advance in Generative AI for Business Impact >>
- 45 Best AI Ethics & Governance Solution >>
- 45 Best Digital Adoption Platforms >>
- 45 Best Ethical AI & Responsible Technology >>

Download the Technology Excellence Awards entry form >>

EDUCATION TECHNOLOGY EXCELLENCE AWARDS CATEGORIES >>

LEARNING AND DEVELOPMENT TECHNOLOGY

Best Advance in AI and Machine Learning

The category **Best Advance in AI and Machine Learning** in the Learning and Development program is for a written description of technology that leverages AI and Machine Learning to personalize and contextualize learning based on individuals' objectives, preferences and learning styles.

Best Advance in Augmented and Virtual Reality

The category **Best Advance in Augmented and Virtual Reality** in the Learning and Development program is for a written description of technology that leverages augmented or virtual reality to create immersive artificial experiences that enable learners to apply knowledge, skills and competencies to address real-world situations.

Best Advance in Content Authoring Technology

The category **Best Advance in Content Authoring Technology** in the Learning and Development program is for a written description of technology built primarily to design, develop and create content used in training and learning experiences.

Best Advance in Content Management Technology

The category **Best Advance in Content Management Technology** in the Learning and Development program is for a written description of technology built primarily to assist in the management, administration, and/or dissemination of content used in training and learning experiences.

Best Advance in Education Delivered Through Technology

The category **Best Advance in Education Delivered Through Technology** in the Learning and Development program is for a description of a workforce learning program that was enabled or measurably improved by the technology through which it was designed and/or delivered.

Best Advance in Emerging Learning Technology

The category **Best Advance in Emerging Learning Technology** in the Learning and Development program is for a written description of how technologies were applied to improve the quality, depth, breadth or impact of learning in an organization.

Best Advance in Gaming or Simulation Technology

The category **Best Advance in Gaming or Simulation Technology** in the Learning and Development program is for a written description of technology that enables and facilitates experiential learning through serious games or real-world scenarios that enable learners to apply skills in a safe environment.

Best Advance in ILT Management and Delivery

The category **Best Advance in ILT Management and Delivery** in the Learning and Development program is for a written description of a technology that digitizes ILT resources into an engaging portal with robust instructor tools to manage courses and track progress. Their platform revolutionizes ILT through innovation, mobile-friendly, and data-driven.

Best Advance in Learning Management Measurement/Business Impact Tools

The category **Best Advance in Learning Management Measurement/Business Impact Tools** in the Learning and Development program is for a description of tools that enable and facilitate measurement of the impact of learning on business results. Functionality can include, but is not limited to, measurement of behavior change, KPIs and delivery of pre-learning assessments that identify knowledge or skill gaps and post-learning assessments that measure progress and identify next steps.

Best Advance in Learning Management Technology

The category **Best Advance in Learning Management Technology** in the Learning and Development program is for a description of development of technology that delivers measurable improvement in learning delivery and outcomes.

Best Advance in Learning Management Technology for Compliance Training

The category **Best Advance in Learning Management Technology for Compliance Training** in the Learning and Development program is for a written description of technology used primarily to facilitate or improve the quality of training focused on compliance with laws, regulations or policies critical to the organization.

Best Advance in Learning Management Technology for External Training

The category **Best Advance in Learning Management Technology for External Training** in the Learning and Development program is for a description of technology that facilitates or improves the quality of training designed for the extended enterprise, which includes, but is not limited to, contractors, resellers and customers.

Best Advance in Learning Management Technology for Small and Medium-Sized Businesses

The category **Best Advance in Learning Management Technology for Small and Medium-Sized Businesses** in the Learning and Development program is for a description of the development of technology that delivers measurable improvement in learning delivery and outcomes.

Best Advance in Mobile Learning Technology

The category **Best Advance in Mobile Learning Technology** is for a written description of technology that facilitates learning through mobile devices. The technology enables learners to solve learning scenarios and gain new skills and competencies through device based learning.

Best Advance in Performance Support Technology

The category **Best Advance in Performance Support Technology** in the Learning and Development program is for a written description of how an electronic performance support system or similar technology was used to provide just-in-time training or advice that enables users to apply knowledge to specific tasks or operations.

Best Advance in Performance Support Technology for Crisis Management

The category **Best Advance in Performance Support Technology for Crisis Management** for a Technology in the Learning and Development program is for a written description of a technology solution that helps provide tools and aids to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Social Learning Technology

The category **Best Advance in Social Learning Technology** in the Learning and Development Program is for a written description of technology that facilitates learning through virtual interactions between individuals, groups or teams. The technology enables learners to collaborate to solve learning scenarios and gain new skills and competencies by sharing knowledge, insights and experiences.

Best Advance in Software for a Training Company

The category **Best Advance in Software for a Training Company** is for a written description of technology that facilitates ILT and VILT. The technology enables learners to solve learning scenarios and gain new skills and competencies through event based learning.

Best Advance in Technology for Crisis Management

The category **Best Advance in Technology for Crisis Management** for a Technology in the Learning and Development program is for a written description of a technology solution that helps manage and enable a process to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Technology for Testing or Learning Evaluation

The category **Best Advance in Technology for Testing or Learning Evaluation** is for a written description of technology tools with features including user group creation, assessments for testing & quizing, tracking, analytics, reporting, and automation of processes.

Best Advance in Technology for Virtual-Classroom or Conferencing Technology

The category **Best Advance in Technology for Virtual-Classroom or Conferencing Technology** is for a written description of technology that facilitates learning through virtual conference solutions. The technology enables learners to collaborate with each other through live virtual events.

Best Advance in Unique Learning Technology

The category **Best Advance in Unique Learning Technology** in the Learning and Development program is for a written description of how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth or impact of learning.

Best Advance in Video for Learning

The category **Best Advance in Video for Learning** in the Learning and Development program is for a written description of technology that facilitates the use of video to create solutions that improve the applicability, impact and cost-effectiveness of learning.

Best Advance in a Generative AI Solution

The category **Best Advance in a Generative AI Solution** in the Technology Excellence Awards is for a written description of how generative AI was leveraged to improve processes, drive innovation, enhance stakeholder experiences, or drive significant business impact.

Best Advance in Generative AI Learning Solution

The category **Best Advance in Generative AI Learning Solution** in the Learning and Development program is for a written description of the technology that delivers personalized, adaptive content that transforms corporate training. Leveraging natural language processing, it creates tailored materials and learning paths to optimize knowledge retention and skill development. Seamlessly integrating with existing systems drives measurable improvements in learner outcomes and engagement.

Best Conversational AI for Employee Experience

The category **Best Conversational AI for Employee Experience** in the Learning and Development program is for advanced chatbots and virtual assistants that enhance employee service delivery.

Best Extended Reality for Workplace Learning

The category **Best Extended Reality for Workplace Learning** is in the Learning and Development program. While you have AR/VR categories, extended reality specifically for workplace applications (beyond educational settings) is evolving rapidly.

Best Skills Intelligence & Skills-Based Platforms

The category **Best Skills Intelligence & Skills-Based Platforms** is in the Learning and Development program. With the shift toward skills-based organizations, technology specifically designed to identify, validate, develop, and deploy skills across the enterprise is becoming increasingly important.

TALENT MANAGEMENT TECHNOLOGY

Best Advance in an Integrated Talent Management Platform

The category **Best Advance in an Integrated Talent Management Platform** in the Talent Management program is for a written description of software that assists in managing a variety of talent functions (including but not limited to recruitment, workforce planning, performance management, learning, career development, succession) in an integrated fashion that prevents the siloing of functions that must be aligned and coordinated to optimally leverage talent.

Best Advance in Career Management or Planning Technology

The category **Best Advance in Career Management or Planning Technology** in the Talent Management Technology program is for a written description of a Technology platform that enables processes for managing career succession of an organization's leadership, key talent, and employee workforce that supports an organizational vision and creates positive organizational outcomes.

Best Advance in Emerging Talent Management Technology

The category **Best Advance in Emerging Talent Management Technology** in Talent Management Technology program is for a written description of how technologies were applied to improve the quality, depth, breadth or impact of talent in an organization.

Best Advance in Employee Engagement Technology

The category **Best Advance in Employee Engagement Technology** in the Talent Management program is for a written description of technology that helps boost employee engagement in a variety of ways, including but not limited to facilitation of collaboration, recognition and rewards, social networking, gamification, communication and feedback, and workplace flexibility.

Best Advance in Leadership Simulation Tools

The category **Best Advance in Leadership Simulation Tools** in the Talent Management Technology program is for a written description of technology that enables and facilitates experiential leadership learning through serious games or real-world scenarios that enable learners to apply skills in a safe environment.

Best Advance in Online Coaching Tools

The category **Best Advance in Online Coaching Tools** in the Talent Management Technology program is for a written description of how new or enhanced technology platforms or software improved the capacity of employers to offer coaching to more employees and improved the quality and impact of coaching in the organization.

Best Advance in Online Mentoring Tools

The category **Best Advance in Online Mentoring Tools** in the Talent Management Technology program is for a written description of how new or enhanced technology platforms or software improved the capacity of employers to offer coaching to more employees and improved the quality and impact of coaching in the organization.

Best Advance in Performance Management Technology

The category **Best Advance in Performance Management Technology** in the Talent Management program is for a written description of how technology innovation improved the quality or expanded the scope of performance management and had a measurable business impact.

Best Advance in Performance Management Technology for Crisis Management

The category **Best Advance in Technology for Crisis Management** in the Talent Management Technology program is for a written description of a technology solution that helps manage and enable a process to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Social Talent Management Technology

The category **Best Advance in Social Talent Management Technology** in the Talent Management Technology program is for a written description of technology that facilitates collaboration through virtual interactions between individuals, groups or teams. The technology enables learners to collaborate to solve learning scenarios and gain new skills and competencies by sharing knowledge, insights and experiences.

Best Advance in Succession Management Technology and Tools

The category **Best Advance in Succession Management Technology and Tools** in the Talent Management program is for a description of software that facilitates a systematic approach to identifying, selecting and developing key employees to assume roles that are critical to an organization's current and future success.

Best Advance in Talent Management Measurement/Business Impact Tools

The category **Best Advance in Talent Management Measurement/Business Impact Tools** in the Talent Management program is for a description of tools that facilitate measuring the effectiveness of strategies and processes used to attract, develop, retain and deploy employees with the necessary competencies to meet an employer's current and future business needs.

Best Advance in Talent Management Technology for Small and Medium-Sized Businesses

The category **Best Advance in Talent Management Technology for Small and Medium-Sized Businesses** in the Talent Management Technology program is for a description of the talent management technology that delivers measurable improvement in talent management delivery and outcomes.

Best Advance in Technology for Crisis Management

The category **Best Advance in Technology for Crisis Management** for a Technology in the Learning and Development program is for a written description of a technology solution that helps manage and enable a process to support a crisis. The crisis can be external, such as the coronavirus pandemic, or internal, such as layoffs, bankruptcy, a significant business downturn, or product or service deficiency.

Best Advance in Unique Talent Management Technology

The category **Best Advance in Unique Talent Management Technology** in Talent Management Technology program is for a written description of how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth or impact of talent.

Best Generative AI Talent Management Technology

The category **Best Generative AI Talent Management Technology** in the Talent Management program is for a written description of the technology that harnesses the power of natural language processing to revolutionize the way organizations identify, develop, and retain top talent. By generating personalized insights and recommendations; the platform empowers HR leaders to make data-driven decisions that optimize employee performance, engagement, and career growth.

Best AI-Powered Talent Intelligence Platform

The category **Best AI-Powered Talent Intelligence Platform** in the Talent Management program is for solutions that leverage AI to provide insights on talent trends, labor markets, and workforce planning.

Best Employee Experience Platforms (EXP)

The category **Best Employee Experience Platforms (EXP)** is in the Talent Management program. These comprehensive platforms are emerging as a distinct category from traditional talent management systems, focusing on holistic employee journeys across the enterprise.

Best Internal Talent Marketplaces

The category **Best Internal Talent Marketplaces** is in the Talent Management program. Technology that facilitates project-based work, gig assignments, and internal mobility could warrant its own category separate from career management.

Best Skills Matching & Career Navigation

The category **Best Skills Matching & Career Navigation** in the Talent Management program is for solutions using AI to match employees to opportunities based on skills profiles.

Best Talent Intelligence Platforms

The category **Best Talent Intelligence Platforms** is in the Talent Management program. AI-powered platforms that combine internal and external data for workforce planning and talent acquisition deserve specific recognition.

Best Use of Generative AI for Employee Development

The category **Best Use of Generative AI for Employee Development** is in the Talent Management program. Recognizing solutions using generative AI to create personalized learning content, development plans, and coaching.

TALENT ACQUISITION TECHNOLOGY

Best Advance in Candidate Assessments Technology

The category **Best Advance in Candidate Assessments Technology** in the Talent Acquisition program is for a written description of technology that has a measurable positive impact on assessing the skills, competencies, aspirations, behavior traits or other qualities and capabilities that help organizations make hiring decisions.

Best Advance in Candidate Experience Management Technology

The category **Best Candidate Experience Management Technology** in the Talent Acquisition program is for a written description of how the solution improves the candidate experience. The entry should detail how the solution incorporates social, mobile, and video technologies to help build talent communities to connect, engage, and develop relationships.

Best Advance in Emerging Talent Acquisition Technology

The category **Best Advance in Emerging Talent Acquisition Technology** in the Talent Acquisition program is for a written description of their innovative use of augmented writing to rewrite job posts for maximum diversity and inclusion. The solution leverages AI to analyze and modify language, removing biased wording to attract a broader range of candidates. The application use of new technology promotes fairness and mitigates bias in recruiting.

Best Advance in Employee Referral Technology

The category **Best Advance in Employee Referral Technology** in the Talent Acquisition program is for a written description of the technology that helps simplify and optimize referrals with an intuitive interface, automated matching algorithms, and data-driven tools to identify and prompt top advocates.

Best Advance in Mobile Talent Acquisition Technology

The category **Best Advance in Mobile Talent Acquisition Technology** in the Talent Acquisition program is for a written description of a user-friendly app that allows candidates to easily search for open positions, submit resumes and applications, schedule interviews, and communicate with recruiters from their smartphones or tablets. This app should transform the way companies attract and engage talent.

Best Advance in Onboarding Technology

The category **Best Advance in Onboarding Technology** in the Talent Acquisition program is for a written description of a technology platform for onboarding new employees into the organization. The solution enabled the strategy and process to make onboarding effective and efficient.

Best Advance in Recruitment Marketing Technology

The category **Best Recruitment Marketing Technology** in the Talent Acquisition program is for a written description of the technology that effectively delivers recruitment marketing processes. The solution offers marketing recruiting tools to enable strategy and process of brand messaging through various channels while measuring the effectiveness and impact.

Best Advance in Recruitment Process Outsourcing (RPO) Technology

The category **Best Advance in Recruitment Process Outsourcing (RPO) Technology** in the Talent Acquisition program is for a written description of the technology for their AI-powered recruiting solution explicitly designed for enterprise-level hiring. The platform optimizes end-to-end recruiting with predictive analytics, automated workflows, and integrated chatbots that provide transparency into KPIs like time-to-fill and source of hire.

Best Advance in Social Talent Acquisition Technology

The category **Best Advance in Social Talent Acquisition Technology** in the Talent Acquisition program is written description of the technology that enables hiring processes using social technologies. The technology helps manage the hiring process and effectively acquire the best types of people based on competencies and corporate alignment.

Best Advance in Sourcing Technology

The category **Best Recruitment Marketing Technology** in the Talent Acquisition program is for a written description of the technology that effectively delivers recruitment marketing processes. The solution offers marketing recruiting tools to enable strategy and process of brand messaging through various channels while measuring the effectiveness and impact.

Best Advance in Talent Acquisition Technology

The category **Best Advance in Talent Acquisition Technology** in the Talent Acquisition program is for a written description of best practices for leveraging technology in hiring. More specifically, leaders should be able to manage the hiring process and effectively acquire suitable types of people based on competencies and corporate alignment enabled through the platform.

Best Advance in Talent Acquisition Technology for Small and Medium-Sized Businesses

The category **Best Advance in Talent Acquisition Technology for Small and Medium-Sized Businesses** in the Talent Acquisition program is for a written description of their end-to-end recruiting platform designed for lean, high-growth companies. The unified solution simplifies everything from job posting to offer letters with tailored tools optimized for efficient hiring. Machine learning matches candidates to roles, while self-service portals drive candidate engagement on a limited budget. Their platform empowers strategic recruiting regardless of size.

Best Advance in Unique Talent Acquisition Technology

The category **Best Advance in Unique Talent Acquisition Technology** in the Talent Acquisition program is for a written description how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth of hiring diverse talent.

Best Generative AI Talent Acquisition Technology

The **Best Generative AI Talent Acquisition Technology** category in the Talent Acquisition program is for a written description of the technology, revolutionizing the hiring process through personalized candidate engagement and data-driven insights leverage natural language processing; the platform generates customized job descriptions, screening questions, and personalized outreach to attract top talent. By optimizing the candidate experience and identifying the best-fit applicants, this innovative solution helps organizations build high-performing, diverse teams that drive business success.

HUMAN RESOURCES/WORKFORCE TECHNOLOGY

Best Advance in Assessment and Survey Technology

The category **Best Advance in Assessment and Survey Technology** in the Human Resources Technology program is for a written description of a solution that captures real-time employee feedback through pulse surveys, analyzing text with a natural language process (NLP) to generate insights. Advanced analytics quantify engagement drivers and emerging risks so leaders can take targeted action.

Best Advance in Compensation and Benefits and/or Payroll Administration

The category **Best Advance in Compensation and Benefits and/or Payroll Administration** in the Human Resources Technology program is for a written description of a highly configurable system that condenses complex compensation and benefits processes into a single integrated solution. Smart workflows and automation streamline payroll processing while robust analytics provide strategic insights.

Best Advance in Emerging HR or Workforce Management Technology

The category **Best Advance in Emerging HR or Workforce Management Technology** in the Human Resources Technology program is for a written description how newly developed or newly enhanced technologies were applied to improve the quality, depth, breadth or impact of HR and/or workforce management programs, initiatives or services.

Best Advance in HR or Workforce Management Technology for Small and Medium-Sized Businesses

The category **Best Advance in HR or Workforce Management Technology for Small and Medium-Sized Businesses** in the Human Resources is for a written description of an all-in-one HR platform designed for agile growth companies. The unified solution streamlines onboarding, time tracking, payroll, benefits admin, performance management, and other critical HR functions through easy-to-use tools optimized for SMBs.

Best Advance in HR Predictive Analytics Technology

The category **Best Advance in HR Predictive Analytics Technology** in the Human Resources Technology program is for a written description of the technology that leverages AI and machine learning to uncover actionable insights from HR data. Advanced statistical models and techniques identify trends and patterns to predict key workforce metrics from performance to retention.

Best Advance in Rewards and Recognition Technology

The category **Best Advance in Rewards and Recognition Technology** in the Human Resources Technology program is for a written description of a next-generation employee recognition platform. The solution utilizes advanced natural language processing to detect achievement and praise in employee communications. It can automatically trigger rewards like gift cards, trophies, and company social feed postings.

Best Advance in Technology for Readapting to the Workplace and Workplace Culture

The category **Best Advance in Technology for Readapting to the Workplace and Workplace Culture** in the Human Resources in Technology program is for a written description of how technology enabled employees to adjust to changes in how, where and when work is done and any corresponding changes to workplace culture, communication or organization.

Best Advance in Time and Labor Management (time and attendance, scheduling, absence and leave management, compliance, self-service)

The category **Best Advance in Time and Labor Management in the Human Resources Technology** program is for a written description of an innovative timekeeping and scheduling platform. The solution leverages AI and advanced analytics to simplify everything from clocking in and out to shift swapping. Real-time data provides insights to optimize staff allocation, while self-service tools drive employee engagement.

Best Advance in Unique HR or Workforce Management Technology

The category **Best Advance in Unique HR or Workforce Management Technology** in Human Resources Technology program is for a written description of how break-through technology innovation, thought to be an invention or a unique application for an industry or function, was applied to improve the quality, depth, breadth or impact of Human Resources.

Best Generative AI Human Resource Technology

The **Best Generative AI Human Resource Technology** category in the Human Resource program is for a written description of the technology, which leverages advanced language models to transform the employee experience. By generating personalized recommendations, automated content, and data-driven insights, the platform streamlines HR processes, enhances talent management, and empowers employees to reach their full potential. This innovative solution drives measurable improvements in workforce productivity, retention, and strategic human capital alignment.

Best AI for Diversity, Equity & Inclusion

The **Best AI for Diversity, Equity & Inclusion** category is in the Human Resource program. Specifically for AI tools detecting and mitigating bias in hiring, promotion, and other talent processes.

Best AI for Employee Sentiment Analysis

The **Best AI for Employee Sentiment Analysis** category in the Human Resource program is for recognizing technology that uses AI to analyze and act on employee feedback and sentiment.

Best AI for Workforce Planning & Optimization

The **Best AI for Workforce Planning & Optimization** category in the Human Resource program is for solutions using predictive models to optimize workforce deployment and planning.

Best Innovation in AI-Human Collaboration Tools

The **Best Innovation in AI-Human Collaboration Tools** category in the Human Resource program is for highlighting technologies that enhance how humans and AI systems work together.

Best Use of AI for Workplace Wellness & Mental Health

The **Best Use of AI for Workplace Wellness & Mental Health** category in the Human Resource program is for AI solutions that support employee wellbeing, stress management, and mental health.

Best Workforce Intelligence & People Analytics

The **Best Workforce Intelligence & People Analytics** category is in the Human Resource program. While you have HR Predictive Analytics, a broader category focused specifically on workforce intelligence platforms might be valuable as organizations increasingly rely on data-driven decision making.

SALES ENABLEMENT TECHNOLOGY

Best Advance in Client Acquisition and Retention Technology

The **Best Advance in Client Acquisition and Retention Technology** in the Sales Enablement program is for a written description of the technology for sales technologies designed to optimize client acquisition and retention. Nominees should demonstrate how they identify high-value prospects and provide insights to develop them into long-term customers. The ideal submission will showcase AI-powered capabilities to segment markets, predict buyer needs, and personalize outreach for faster deal cycles. Submissions should highlight tools to strengthen existing customer relationships through loyalty programs, education, and engagement.

Best Advance in Client Relationship Management Automation

The category **Best Advance in Client Relationship Management Automation** in the Sales Enablement program is for a written description of the technology for innovation in CRM platforms that automate and optimize sales, marketing, and customer engagement workflows. Nominees should demonstrate how advanced AI and automation capabilities help teams manage relationships more efficiently throughout the customer lifecycle. The ideal submission will showcase intuitive features that centralize CRM data and provide actionable insights to strengthen customer connections. Submissions should highlight how the solution empowers teams across departments to work more collaboratively for increased productivity and performance.

Best Advance in Mobile Sales Enablement and Performance Tools

The category **Best Advance in Sales Enablement and Performance Tools** in the Sales Enablement program is for a written description of the technology for innovation in sales enablement platforms and sales performance analytics tools designed to maximize sales productivity. Nominees should demonstrate how they provide sales teams with the strategies, messaging, content, training, and insights needed to have more effective customer conversations. The ideal submission will showcase how the solution helps sales organizations achieve revenue goals by equipping reps with the skills to succeed. Submissions should highlight advanced capabilities to track KPIs, identify coaching opportunities, deliver hyper-targeted content, and analyze interactions.

Best Advance in Sales Enablement and Performance Tools

The category **Best Advance in Mobile Sales Enablement and Performance Tools** is for a written description of the technology for innovation in mobile sales enablement and performance platforms designed to power sales through smartphones and tablets. Nominees should demonstrate optimized and responsive mobile capabilities that provide sales reps with the content, training, coaching, and insights they need anytime, anywhere. The ideal submission will showcase how the mobile solution helps reps effectively engage customers with dynamic sales collateral, interactive presentations, and more. Submissions should highlight mobile-first features that drive adoption and utilization among field sales teams.

Best Advance in Sales Enablement Technology for Small and Medium-Sized Businesses

The category **Best Advance in Sales Enablement Technology for Small and Medium-Sized Businesses** in the Sales Enablement program is for a written description demonstrating affordable capabilities in technology scaled for SMB sales organizations seeking to maximize limited resources. The ideal submission will showcase robust features offered at accessible price points for companies with constraints on budget, IT, infrastructure, and staffing. Submissions should highlight flexible tools with seamless integration and low-lift adoption for SMB sales reps and leaders.

Best Advance in Emerging Sales Enablement Technology

The category **Best Advance in Emerging Sales Enablement Technology** is for a written description of the technology for excellence and innovation in new, pioneering sales enablement technologies that represent the future of sales performance. Nominees should demonstrate cutting-edge capabilities that push boundaries and establish new best practices. The submission should showcase how it leverages new techniques or technology breakthroughs to transform sales workflows, methodologies, and productivity.

Best Advance in Sales Training Online Application

The category **Best Advance in Sales Training Online Application** in the Sales Enablement program is for a written description of the technology for online sales training platforms designed to develop critical selling skills. Nominees should demonstrate how interactive, engaging online learning tools are advancing sales training for improved performance. The ideal submission will showcase course offerings that align training to each rep's strengths, weaknesses, and role. Submissions should highlight capabilities like skills assessments, microlearning, gamification, simulations, and metrics to track adoption.

Best Advance in Unique Sales Enablement Technology

The category **Best Advance in Unique Sales Enablement Technology** in the Sales Enablement program is for a written description of the technology for excellence and innovation in creative sales enablement solutions that showcase unique, one-of-a-kind approaches. Nominees should demonstrate exceptionally novel applications of technology or methodology to empower sales teams. The ideal submission will highlight how its innovative techniques produce game-changing outcomes. Submissions should showcase how the solution pushes boundaries and reimagines sales enablement unlike anything before.

Best Generative AI Sales Enablement Technology

The **Best Generative AI Sales Enablement Technology** category in the Sales Enablement program is for a written description of the technology empowering sales teams to deliver personalized, high-impact customer engagements, leveraging advanced language models, the solution automatically generates tailored sales content, personalized prospect communications, and data-driven insights to optimize the sales process. By enhancing sales productivity, win rates, and customer satisfaction, this innovative technology drives measurable revenue growth and competitive advantage.

FUTURE OF WORK TECHNOLOGY

Best Advance in Business Automation

The category **Best Advance in Business Automation** in the Future of Work program is for a written description of technology that combines RPA, AI, and advanced analytics to automate high-volume, repetitive tasks across HR, accounting, customer service, and other business functions. The low-code solution allows non-technical users to build bots and enables end-to-end automation of workflows. The innovative platform drives digital transformation and quick ROI.

Best Advance in Business Strategy and Technology Innovation

The category **Best Advance in Business Strategy and Technology Innovation** in the Future of Work program is for a written description of technology offering cloud, mobility, and disruptive technologies to reimagine their traditional brick-and-mortar business model.

Best Advance in AI for Business Impact

The category **Best Advance in AI for Business Impact** is for a written description of technology that leverages AI and Machine Learning to meet an organizations current and future business objectives.

Best Advance in Technology Innovation for the Remote Workforce

The category **Best Advance in Technology Innovation for the Remote Workforce** in the Future of Work program is for a description of technology that provides, facilitates or enhances one or more elements of employee experience specifically for remote workers (those primarily working away from a traditional work site).

Best Advance for Leading Under a Crisis

The category **Best Advance for Leading Under a Crisis** in the Future of Work program is for technologies that can help disrupt workforces globally by providing tools to support rapidly enabled remote work while ensuring productivity and connection. Examples of technologies may include:

- Virtual collaboration
- AI-driven health monitoring
- Predictive analytics empowered data-driven decisions and workforce agility under uncertainty and others

Best Advance in Corporate Wellbeing Technology

The category **Best Advance in Corporate Wellbeing Technology** in the Future of Work program is for a written description of technology that equips employers with tools to organize, manage and administer wellness and wellbeing programs. This includes, but is not limited to, software that encourages employees to take a proactive approach to their physical, emotional or financial health and provides input and feedback that informs or inspires employees' choices about their wellness and wellbeing.

Best Advance in Social Impact Innovation

The category **Best Advance in Social Impact Innovation** in the Future of Work program is for a written description of technology or tools that organizations create and use to facilitate improvement of the welfare and well-being of individuals, groups, or communities external to the organization.

Best Advance in Diversity and Inclusion Innovation

The category **Best Advance in Diversity and Inclusion Innovation** in the Future of Work program is for a written description of the technology of a groundbreaking inclusive hiring platform. The technology mitigates unconscious bias by removing demographic identifiers from resumes and profiles before hiring managers review them. Advanced analytics further enhance equitable hiring by optimizing job ads and referrals for diversity.

Best Advance in Generative AI for Business Impact

The category **Best Advance in Generative AI for Business Impact** in the Future of Work program is for a written description of technology that leverages AI and Machine Learning to meet an organization's current and future business objectives.

Best AI Ethics & Governance Solution

The category **Best AI Ethics & Governance Solution** in the Future of Work program is for recognizing platforms that help organizations ensure ethical use of AI in HR processes and decision-making.

Best Digital Adoption Platforms

The category **Best Digital Adoption Platforms** is in the Future of Work program. Technologies that provide in-app guidance and workflow support are becoming essential as organizations implement complex enterprise applications.

Best Ethical AI & Responsible Technology

The category **Best Ethical AI & Responsible Technology** in the Future of Work program is a category recognizing solutions designed with ethical AI principles and responsible innovation practices would align with growing emphasis on these concerns.

2025 EDUCATION TECHNOLOGY EXCELLENCE AWARDS CATEGORIES

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- 49 Best Enrollment & Admissions Platform
- 49 Best Learning Management System (LMS) for Education >>
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- 50 Best Research and Resources Platform >>
- 51 Best STREAM (Science, Technology, Research, Engineering, the Arts and Mathematics) Solution >>
- 51 Best Student Data Privacy Solution >>
- 51 Best Student Study Tools >>
- 51 Best Tutoring Solution >>
- 51 Best Video-Based Learning Platform >>
- 52 Best Innovative Generative AI-Powered Learning Solution >>

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EXCELLENCE IN ACTION AWARDS CATEGORIES >>

Best Accessibility and Special Needs Platform

The category **Best Accessibility and Special Needs Platform** in the Excellence Education Technology Program is for a written description of a platform designed to support learners with special needs and disabilities. Nominees should showcase compliant design based on accessibility standards that remove barriers and enables equal participation. The ideal submission will demonstrate customizable features tailored to diverse learning abilities and cognitive, physical, sensory, or other exceptionalities. Submissions should highlight alternative communication tools, individualized learning paths, and robust accommodations for tests and assignments.

Best Adaptive Learning Solution

The category **Best Adaptive Learning Solution** in the Excellence Education Technology Program is for a written description of an adaptive learning solution that customizes instruction to each student's unique needs. Its intelligent algorithms assess mastery in real time and adapt courseware difficulty, content, and pace to strengthen comprehension. Robust data analytics provide teachers with actionable insights to target interventions.

Best Artificial Intelligence (AI) Solution

The category **Best Artificial Intelligence (AI) Solution** in the Excellence Education Technology Program is for a written description of an artificial intelligence platform that personalizes student learning while providing actionable insights for teachers/instructors. Its adaptive tutorials, personalized assessments, and real-time progress monitoring harness the power of AI to target instruction and promote growth for each individual student/learner.

Best Arts, Music, or Creative Solution

The category **Best Arts, Music, or Creative Solution** in the Excellence Education Technology Program is for a written description of platforms that nurture arts education, music instruction, and creative expression. Nominees should provide innovative tools that enable learners to unleash their imagination and bring creative projects to life. The ideal submission will showcase features tailored to arts disciplines like visual arts, dance, theater, music, graphic design, and more. Submissions should demonstrate how the solution helps educators design engaging arts curriculum and share student creations.

Best Assessment, Survey and Testing Solution

The category **Best Assessment, Survey and Testing Solution** in the Excellence Education Technology Program is for a written description of solutions for assessment, surveys, and testing. Nominees should enable educators to gauge student learning through formative, summative, benchmark, and diagnostic evaluations. The ideal submission will showcase advanced analytics and reporting capabilities to derive actionable insights from assessment data. Applicants should demonstrate how the solution saves time, provides feedback loops, and generates metrics to personalize instruction. These pioneering solutions drive the next generation of data-driven education by seamlessly integrating assessment into teaching and learning.

Best Augmented Reality, Virtual Reality (AR, VR) Solution

The category **Best Augmented Reality, Virtual Reality (AR, VR) Solution** in the Excellence Education Technology Program is for a written description of solutions that transport learners to new worlds for immersive learning experiences. Nominees should showcase innovative AR/VR technology used to enable students to visualize concepts, explore environments, and engage with learning in multidimensional ways. The ideal submission will demonstrate seamless integration of interactive 3D/VR content and compatibility with AR/VR devices. Submissions should highlight intuitive creation tools that empower educators and learners to author customized AR/VR learning modules.

Best Authoring Tools Platform

The category **Best Authoring Tools Platform** in the Excellence Education Technology Program is for a written description of an authoring platform that enables educators to easily create interactive online lessons, assessments, and learning activities. Its drag-and-drop interface, rich media integration, and real-time collaboration allow teachers to develop engaging digital curriculum aligned to standards.

Best Badging and Credentialing Solution

The category **Best Badging and Credentialing Solution** in the Excellence Education Technology Program is a written description that describes a robust badging and credentialing platform that allows educators to create, issue, and manage digital badges aligned to learning standards and competencies. Its portfolio builder and share tools empower students/learners to showcase credentials to colleges, employers, and more.

Best Career Planning Solution

The category **Best Career Planning Solution** in the Excellence Education Technology Program is for a written description of a comprehensive career preparation and planning platform that provides personalized guidance and tools to middle school, high school, and college students. Its engaging assessments, digital portfolios, and extensive career profiles empower students to explore interests, build skills, and map their paths to dream careers.

Best Classroom Management Platform

The category **Best Classroom Management Platform** in the Excellence Education Technology Program is for a written description of a comprehensive classroom management platform that transforms traditional classrooms into dynamic learning environments. Its user-friendly dashboard, behavior tools, monitoring features, and integration with leading edtech apps help teachers/instructors boost efficiency, achievement, and involvement.

Best Collaboration Platform

The category **Best Collaboration Platform** in the Excellence Education Technology Program is for a written description of an innovative digital collaboration platform that facilitates active learning and teamwork. Its real-time document editing, virtual whiteboards, and built-in communication tools empower students to collaborate on projects and connect with peers. Seamless LMS integration provides a unified learning experience.

Best Content Design Platform

The category **Best Content Design Platform** in the Excellence Education Technology Program is for a written description of an intuitive content design platform that streamlines curriculum development for personalized learning. Its flexible templates, standards alignment tools, and built-in assessments empower educators to create adaptable digital courseware, lessons, and learning resources.

Best Creative Tools and Products

The category **Best Creative Tools and Products** in the Excellence Education Technology Program is for a written description of an online platform with intuitive, creative apps that allow learners and instructors to make videos, games, 3D models, digital art, podcasts, and more. Its drag-and-drop interfaces, multimedia libraries, collaboration tools, and custom portfolios empower imagination and unlock learning through creation.

Best Curriculum and Instruction Platform

The category **Best Curriculum and Instruction Platform** in the Excellence Education Technology Program is for a written description of a curriculum and instruction platform that supports personalized learning. It provides standards-aligned lesson planning tools, interactive courseware, assessments, grading, reporting, and parent communication to engage students and enhance instruction.

Best Digital Courseware Platform

The category **Best Digital Courseware Platform** in the Excellence Education Technology Program is for a written description of standards-aligned digital courseware that adapts to each student's needs for personalized learning. Its interactive lessons, multimedia resources, formative assessments, and real-time data provide engaging and effective instruction across all subjects and grade levels.

Best E-learning, Blended, Flipped Classroom Solution or Remote Solution

The category **Best E-learning, Blended, Flipped Classroom Solution, or Remote Solution** in the Excellence Education Technology Program is for a written description of an innovative digital learning solution for blended, flipped, and remote instruction. Its interactive courseware, video conferencing, LMS integration, and real-time analytics provide a seamless experience across in-class and virtual settings to drive student engagement and achievement.

Best Emerging EdTech Solution

The category **Best Emerging EdTech Solution** in the Excellence Education Technology Program is for a written description of innovation in new, emerging education technologies shaping the future of teaching and learning. Nominees should demonstrate cutting-edge capabilities made possible by inventive uses of technology. The ideal submission will showcase how it pushes boundaries and establishes a new standard for the student experience and instructional best practices. Submissions should highlight the solution's novelty and illustrate its potential for wide-scale impact in education.

Best Enrollment & Admissions Platform

The category **Best Enrollment & Admissions Platform** in the Excellence Education Technology Program is for a written description of an intuitive enrollment and admissions platform that simplifies the process for families and schools. Its interactive search tools, online applications, and streamlined communications provide a centralized hub to find the right fit from pre-K to college.

Best Learning Management System (LMS) for Education

The category **Best Learning Management System (LMS) for Education** in the Excellence Education Technology Program is for a written description of a flexible, all-in-one learning management platform tailored for K-12 and higher Education. Its user-friendly interface, customizable courses, gradebook, assessments, analytics, and seamless integrations unite virtual and in-person learning.

Best Lesson Planning Platform

The category **Best Lesson Planning Platform** in the Excellence Education Technology Program is for a written description of an intuitive online lesson planning platform that helps teachers efficiently create engaging learning experiences. Robust templates, standards alignment tools, differentiated instruction resources, and content sharing simplify workflow from unit design to daily lessons.

Best Literacy and Reading Platform

The category **Best Literacy and Reading Platform** in the Excellence Education Technology Program is for a written description of an engaging literacy platform that builds strong readers through adaptive lessons, interactive ebooks, and real-time progress monitoring. Its research-backed approach develops phonics, vocabulary, comprehension, and fluency at every grade level.

Best Mobile App for Education

The category **Best Mobile App for Education** in the Excellence Education Technology Program is for a written description of an innovative and engaging learning experience for students. Nominees should demonstrate an exceptional user interface and design that promotes active learning, collaboration, creativity, and discovery. The ideal submission will showcase how the mobility, accessibility, and unique capabilities of the application platform are leveraged to transform education. Submissions will be evaluated on overall innovation, pedagogical design, content quality, user experience, and engagement.

Best Online Courses or MOOCs Solution

The category **Best Online Courses or MOOCs Solution** in the Excellence Education Technology Program is for a written description of immersive online courses and MOOCs featuring standards-aligned interactive video lessons, assessments, discussions, and real-time analytics. Its robust platform delivers an engaging learning experience across K-12 and higher education subjects.

Best Personalized Learning Platform

The category **Best Personalized Learning Platform** in the Excellence Education Technology Program is for a written description of an intelligent, personalized learning platform that customizes education for each student's strengths and needs. Its adaptive curriculum, targeted interventions, and robust analytics empower educators to provide meaningful, differentiated instruction at scale.

Best Presentation Tools

The category **Best Presentation Tools** in the Excellence Education Technology Program is for a written description of excellence in presentation software and tools that boost teacher and student slide deck creation, communication, collaboration, and delivery. Nominees should provide easy-to-use, intuitive features that help educators and learners craft visually compelling and interactive presentations. The ideal submission will demonstrate innovative capabilities that encourage active learning, collaboration, and audience engagement before, during, and after presentations. Submissions should showcase how the tool promotes presentation literacy, simplifies complex processes, and integrates with commonly used education platforms and devices. This category honors the most outstanding presentation solution that enables impactful slide-based lessons, projects, and speeches.

Best Recruiting, Hiring for Internships Platform

The category **Best Recruiting, Hiring for Internships Platform** in the Excellence Education Technology Program is for a written description of a solution that expedites recruiting and hiring top talent for education positions and internships. Its two-way matching uses AI to connect applicants with the right roles based on skills, experience, and preferences, improving outcomes for both candidates and institutions.

Best Research and Resources Platform

The category **Best Research and Resources Platform** in the Excellence Education Technology Program is for a written description of an online platform that provides educators with high-quality, pedagogically relevant resources to enhance teaching and learning. Nominees should enable simple discovery and access to trusted content like lesson plans, instructional videos, images, and interactive games. The ideal submission will demonstrate how the platform saves teachers time while connecting them to resources aligned to standards across subjects and grade levels. Submissions should showcase advanced search and recommendation capabilities, teacher collaboration and resource-sharing opportunities, and seamless integration with popular learning management systems.

Best STREAM (Science, Technology, Research, Engineering, the Arts and Mathematics) Solution

The category **Best STREAM (Science, Technology, Research, Engineering, the Arts and Mathematics) Solution** in the Excellence Education Technology Program is for a written description of educational technology promoting integrated STREAM learning. Nominees should enable interdisciplinary, project-based instruction spanning science, tech, research, engineering, arts, and math content areas. The ideal submission will demonstrate how it helps educators facilitate real-world application of STREAM skills like critical thinking, creativity, collaboration, and communication. Submissions should showcase adaptive tools tailored to diverse learning abilities and interests, along with robust assessment capabilities. This category honors the most outstanding edtech solution that takes an integrated approach to developing well-rounded STREAM competencies in students. By transcending siloed subject matter divisions, these pioneering platforms are shaping the future of skills-based, hands-on learning.

Best Student Data Privacy Solution

The category **Best Student Data Privacy Solution** in the Excellence Education Technology Program is for a written description of solutions that prioritize protecting student data privacy. Nominees should demonstrate compliance with relevant privacy laws and regulations, as well as a commitment to transparency around data collection practices. The ideal submission will showcase technological safeguards like encryption, access controls, and stringent cybersecurity protocols. Submissions should highlight how the solution empowers schools and districts to maintain ownership over student data while preventing unauthorized access and use. This category honors the most outstanding education technology that holistically addresses data privacy needs for students, teachers, parents, and administrators alike.

Best Student Study Tools

The category **Best Student Study Tools** in the Excellence Education Technology Program is for a written description of a solution that supports effective student studying and exam preparation. Nominees should provide tools to help learners actively engage with course material, retain knowledge, and assess understanding. The ideal submission will showcase innovative features that personalize the studying experience and adapt to each student's learning patterns. Submissions should demonstrate how the solution promotes productive study habits while addressing exam stress and test anxiety.

Best Tutoring Solution

The category **Best Tutoring Solution** in the Excellence Education Technology Program is for a written description of solutions that facilitate and enhance tutoring relationships for academic support. Nominees should leverage technology to connect individual learners with qualified tutors in virtual and/or in-person settings. The ideal submission will showcase features that personalize tutoring to student needs and seamlessly enable sessions via video chat, file sharing, screen sharing, and more. Submissions should demonstrate how the solution builds relationships, tracks progress, and incorporates interactive tools to boost engagement. This category honors the most outstanding platform that expands access to tutoring while optimizing its impact and effectiveness, driving better outcomes for all students.

Best Video-Based Learning Platform

The category **Best Video-Based Learning Platform** in the Excellence Education Technology Program is for a written description of platforms that engage learners through immersive multimedia experiences. Nominees should showcase extensive libraries of standards-aligned video lessons, segments, lectures, demonstrations, and more. The ideal submission will demonstrate interactive viewing tools like note-taking, quizzes, commenting, and seamless integration with LMS platforms. Submissions should highlight advanced discovery features that connect users to relevant video content.

Best Innovative Generative AI-Powered Learning Solution

The category **Best Innovative Generative AI-Powered Learning Solution** category in the Ed Tech Excellence Awards is for a written description of a solution that harnesses the power of generative AI to create dynamic, adaptive learning experiences. These solutions should demonstrate a capacity to personalize content, provide intelligent feedback or and foster deeper student engagement through innovative approaches.

Excellence in Action Awards FAQs

What is the Excellence in Action Awards Program?

The Excellence in Action Awards Program is a recognition program that honors organizations that prioritize the voices of their employees. This award recognizes organizations of all sizes and industries that are committed to enhancing employee engagement, fostering a people-centric culture and enhancing productivity through employee feedback.

Who is eligible to participate?

Organizations of all sizes and industries that have implemented programs, processes or projects that have prioritized the voices of their employees; that foster employee feedback and have implemented and/or underwent changed based on employee feedback.

Is there an entry fee?

The entry fee is \$575 USD.

Can we submit entries for multiple years?

Yes, organizations can submit entries in consecutive years, especially if they have implemented new change initiatives or significantly improved their existing programs..

What are you looking for in the Video Testimonial?

The most compelling testimonials feature authentic employee voices from various organizational levels discussing how employees feedback, innovation and ideas have brought an enriched employee experience, aligned with business objectives and fostered a people-centric culture. Videos should be 3-5 minutes in length, include diverse perspectives, and highlight specific examples of successful programs, processes and/or projects.

Will we receive feedback on our submission?

Yes, all participants will receive a summary evaluation with key strengths and improvement areas.

When and how are winners announced?

Winners will be announced in December, 2025. Details will be forthcoming at a later date and will include an online announcement, press release highlighting outstanding award winners, social media posting, and direct notification. A formal awards ceremony will follow at the HCM Excellence Conference which will be held in February, 2026.

What do winners receive?

Winners receive:

- Digital Badge and Certificate
- PR Guide
- Judges' Feedback
- Possible Invitation to participate in an Excellence at Work Podcast
- Recognition at the HCM Excellence Conference

How should we handle confidential information?

Clearly mark any confidential information in red highlighting, and we will ensure it remains secure and is only shared with judges who have signed non-disclosure agreements. You may redact sensitive financial or personal information as needed.

2025 EXCELLENCE IN ACTION AWARDS CATEGORIES

- 55 Attracting Top Talent >>
- 55 Career Development >>
- 55 Change Readiness >>
- 55 Company Culture >>
- 55 Corporate Social Responsibility (CSR) >>
- 55 Diversity, Equity & Inclusion (DEI) >>
- 55 Employee Engagement >>
- 55 Employer Branding >>
- 56 Feedback and Recognition >>
- 56 Hybrid Work >>
- 56 Innovation and Creativity >>
- 56 Leadership >>
- 56 Learning and Development >>
- 56 Organizational Teamwork and Collaboration >>
- 56 Promotion and Succession >>
- 57 Talent Mobility >>
- 57 Technology Environment >>
- 57 Wellness >>

[Download the Excellence in Action Awards entry form >>](#)

Attracting Top Talent >>

The category, **Attracting Top Talent**, recognizes organizations for demonstrating exceptional practices in attracting and recruiting top talent, as rated by their own employees. This program celebrates companies that have built outstanding talent acquisition processes that resonate with both candidates and existing employees.

Career Development >>

The category, **Career Development** recognizes organizations who demonstrate exceptional commitment to employee professional growth and career advancement through innovative programs and initiatives. This prestigious recognition celebrates organizations that create outstanding career pathways and development opportunities while fostering a culture of continuous learning and professional achievement.

Change Readiness >>

The category, **Change Readiness**, recognizes organizations for demonstrating exceptional commitment to preparing their workforce for organizational transformation. This employee-driven awards program celebrates companies that excel in change management practices and maintain high levels of employee engagement during periods of transition.

Company Culture >>

The category, **Company Culture**, recognizes organizations for demonstrating exceptional commitment to fostering positive workplace cultures through measurable employee feedback and concrete initiatives. This program celebrates companies that prioritize employee wellbeing, engagement, and satisfaction while maintaining high performance standards.

Corporate Social Responsibility (CSR) >>

The category, **Corporate Social Responsibility (CSR)**, recognizes organizations for demonstrating outstanding commitment to corporate social responsibility as rated by their most important stakeholders - their employees. This unique awards program emphasizes authentic employee feedback and engagement in CSR initiatives.

Diversity, Equity & Inclusion (DEI) >>

The category, **Diversity, Equity & Inclusion (DEI)**, recognizes organizations for demonstrating outstanding commitment to diversity, equity, and inclusion through the authentic experiences and feedback of their employees. Unlike traditional awards that focus on policies and metrics alone, this program centers employee voices to identify organizations truly excelling in creating inclusive workplaces.

Employee Engagement >>

The category, **Employee Engagement**, recognizes organizations for demonstrating outstanding commitment to fostering a dynamic, inclusive and engaging workplace culture. This award celebrates organizations that go above and beyond in creating environments where employees thrive, contribute meaningfully, and feel valued as integral members of their organization.

Employer Branding >>

The category, **Employer Branding**, recognizes organizations that excel in creating and maintaining a compelling employer brand as rated by their own employees. This program celebrates companies that successfully align their external employer brand promise with the actual employee experience.

Feedback and Recognition >>

The category, **Feedback and Recognition**, recognizes organizations that prioritize the feedback of their employees and provides for recognition within the organization. This award celebrates organizations who prioritize the feedback and accomplishments of their employees and provide programs of recognition and reward and whose leadership teams actively champion and participate in recognition initiatives.

Hybrid Work >>

The category, **Hybrid Work**, recognizes organizations that have successfully implemented and maintained outstanding hybrid work environments, as rated by their own employees. This program celebrates companies that prioritize flexibility, productivity, and employee wellbeing through innovative hybrid work policies and practices.

Innovation and Creativity >>

The category, **Innovation and Creativity**, recognizes organizations that encourage teams and departments to foster exceptional creativity and innovation within the organization. This program celebrates initiatives that drive meaningful change, encourage creative problem-solving, and promote a culture of continuous improvement.

Leadership >>

The category, **Leadership**, recognizes organizations that create outstanding leadership development initiatives and celebrates the positive impact of effective leadership across our organization. This program empowers employees to evaluate and acknowledge leadership programs that have significantly contributed to their professional growth and the company's success.

Learning and Development >>

The category, **Learning and Development**, recognizes organizations that demonstrate outstanding commitment to employee development through innovative, effective, and employee-centered learning programs. These awards celebrate organizations whose L&D initiatives have made a meaningful impact on employee growth, engagement, and career advancement.

Organizational Teamwork and Collaboration >>

The category, **Organizational Teamwork and Collaboration**, recognizes organizations for demonstrating and fostering collaboration and teamwork. It celebrates initiatives that demonstrably improve cross-functional cooperation, enhance team dynamics, and create lasting positive impacts on organizational culture.

Promotion and Succession >>

The category, **Promotion and Succession**, recognizes organizations for demonstrating exceptional commitment to developing future leaders, creating clear advancement pathways, and implementing innovative approaches to talent development and succession planning. This prestigious program celebrates organizations that excel in identifying, preparing, and advancing internal talent while ensuring organizational continuity and growth through strategic succession management.

Talent Mobility >>

The category, **Talent Mobility**, recognizes organizations who excel in providing career growth opportunities through effective internal mobility programs. These awards are unique because they are primarily based on employee feedback and experiences, ensuring authentic recognition of programs that truly impact workforce development.

Technology Environment >>

The category, **Technology Environment**, recognizes organizations for creating outstanding technology environments for their employees. By celebrating excellence in digital workplace experience, we aim to promote best practices, drive continuous improvement, and ensure technology enables rather than hinders productivity.

Wellness >>

The category, **Wellness**, recognizes organizations for demonstrating exceptional commitment to employee health and wellbeing through innovative, effective, and employee-centered wellness initiatives. This program celebrates organizations that create sustainable cultural changes that positively impact employee wellness outcomes.